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\$500⁰⁰
in **CASH PRIZES**
(SEE PAGES 16-17)

NAUGHTON

PLANT EXPLORATION
AND INTRODUCTION
JAN 15 1940

FARMS

SPRING 1940 CATALOG

*Every
Plant Listed
in this Catalog
is*
**GUARANTEED
TO LIVE!**

NAUGHTON FARMS INC. **WAXAHACHIE**
AND
ENNIS, TEXAS

WE PAY THE POSTAGE TO YOUR DOOR!

WIN A CASH PRIZE IN NAUGHTON'S HOME

TO SEND YOUR ORDER TO NAUGHTON FARMS!

AMERICA'S FASTEST GROWING NURSERY!

FREE DELIVERY TO YOUR DOOR!

We pay the postage on every plant and collection of plants listed in this catalog except Special Offers No. 1 and No. 97 shown on pages 16 and 17, and No. 2 shown on the back cover. (These three offers are shipped to you express collect.) This one service alone frequently saves as much as 25% on small orders and from 5% to 10% on larger orders.

Guaranteed to Live!

ORDER ON OR BEFORE APRIL 25, 1940

Every plant that you order from this catalog is **GUARANTEED TO LIVE**. No matter what the cause may be—WHETHER FREEZE, DROUGHT, FLOOD OR STORM—we will positively **REPLACE FREE OF CHARGE** any or all plants that fail to live. Think of it! You can landscape your home, you can plant your orchard, you can enjoy your own rose garden with absolutely no risk of loss. If any of your plants die—**WE REPLACE THEM FREE! Remember**—all you have to do to get this **GUARANTEE-TO-LIVE** is be sure that we receive your order on or before **April 25, 1940**, and that you notify us of any plants that fail to live on or before June 1, 1940. Take advantage of this amazing offer. Send for your roses, shrubs, evergreens, and bulbs at once. We will ship your plants at any time you say, so why not order now—telling us when you want your plants delivered—and get **NAUGHTON'S GUARANTEED-TO-LIVE PLANTS!**

HERE'S MY PERSONAL MESSAGE TO YOU!

Dear Customers and Friends:

Fifteen years ago last June when I first started in business my father said to me, "Joe, if you want to succeed in business, make it worth while for people to trade with you." Since that day I have done everything in my power to make it worth while for you folks to give me your business by shipping only the **highest quality stock** obtainable, by rendering the **quickest possible service**, and by treating each individual customer as if the entire success of my business depended upon his satisfaction.

Each year for the past fifteen years increasing numbers of customers throughout the world have purchased from this catalog, and—because they received fine stock and unusual values—they have become satisfied customers and friends. Last year more than 250,000 people, thousands of them customers over periods of several years, purchased more than 3,500,000 roses and other plants from Naughton Farms.

The very fact that more than 250,000 customers **HAVE** bought stock from me, **HAVE** been satisfied with the stock that they received, and **HAVE** bought from me again and again, means that the quality of my stock **MUST** be good—that my prices must be **RIGHT!** I am able to offer you the finest roses and nursery stock at rock-bottom prices only because I am one of the largest growers and shippers in the United States and because I sell direct-to-you-by-mail instead of through salesmen, dealers, jobbers, agents, chain stores, and other expensive methods of selling.

I try to maintain the fastest service of any nursery in the country. All of my roses and other stock are shipped to you directly from my own nurseries located right where the stock is grown.

Today I own and personally oversee Naughton Farms, Inc., the Southwest's largest mail order nursery, and one of the leading nurseries of the entire United States. Let me assure you that if anything you buy from Naughton Farms does not fulfill the **TRIPLE GUARANTEE** or does not come up to your expectations in every way you may immediately return the stock at my expense and I will refund the full purchase price to you.

Let me ask you to be the judge! Where else can you go to get disease-free Department of Agriculture inspected plants, all **guaranteed to satisfy you** or your money back, all **guaranteed to live**, and all **backed by a 15-year reputation for square dealing** at anywhere near the prices that you will find in this catalog? Why not place an order with me this season and give me an opportunity to prove all that I have said? If you do, I am sure you will become **another satisfied customer of Naughton Farms, Inc.**

Sincerely yours,

JOE A. NAUGHTON, President.

5

**WE PAY
THE
POSTAGE!**

6

**EVERY PLANT
GUARANTEED
TO
LIVE!**



JOE A. NAUGHTON

BEAUTIFICATION CONTEST [SEE PAGES 16 AND 17 FOR DETAILS]

NAUGHTON FARMS

*Is as Close as
Your Mail Box!*

Whether you live in the city, in the suburbs or on the farm—Naughton Farms not only offer you an unusually wide selection of fine roses, fruit trees, shrubs, and other nursery stock at amazingly low prices, but also offer—at no extra cost to you—fast delivery right to your door! **We pay the postage** on every plant listed in this catalog, with the exception of the Special Offer Nos. 1, 2, and 97. Our principal shipping points at Waxahachie and Ennis, Texas, located conveniently close to one of America's largest transcontinental rail terminals, and our shipping point at McMinnville, Tennessee, bring Naughton Farms within 24 hours of more than one-half of the entire United States and within 48 hours of all but a very few sections of the entire country. Select the plants you want in the quiet of your own home. Write out your order at your convenience and drop it in the mail box. Within a remarkably short time your postman will deliver your plants—all in first class live growing condition—right to your door!

ALL PLANTS ARE FRESHLY DUG AND SCIENTIFICALLY PACKED FOR SHIPMENT!

Naughton plants are shipped freshly dug from the nursery rows, thus insuring you fresh live plants with plenty of vitality. In order to insure the arrival of your plants at your home in the finest condition, they are carefully packed for shipment in sphagnum moss, the best shipping material known to the nursery trade. To prevent drying out during packing, plants awaiting shipment in our scientifically laid out packing and shipping rooms are "heeled in" in wet sand instead of sawdust. Everything possible is done to keep plants in perfect condition every moment from the time they leave the fields until they reach your door. No expense is spared to make sure that every plant reaches you in first class live, growing condition!

NAUGHTON PLANTS ARE HARDY THROUGHOUT AMERICA!

The rich soils and favorable location of the growing fields of Naughton Farms in Texas and in Tennessee assure you strong, hardy, well-developed plants. The understock or root structure of a plant determines its hardiness. All of our budding is done on high-quality, extra sturdy understock (Multiflora Japonica) that will produce equally vigorous plants in the North, in the East, in the West, or South, or, in fact, anywhere you live,

because of the relatively mild climate in which our stock is grown it enjoys a longer growing period and naturally develops a more complete root system. Our two-year plants frequently have the benefit of 18 to 20 months of actual field growth, whereas in many sections of the country this same stock would only have the benefit of 12 to 14 months of growth. **All Naughton plants are guaranteed to live and grow** satisfactorily for you **no matter where you live!** (See Page 3.)

HOW TO ORDER

List the roses, trees, shrubs, vines, evergreens, and other stock that you want, using the order blank on the last page of the catalog. State the number, size, and price of each item that you want to order. **BE SURE** to specify the date on which you want your stock shipped to you. If you wish to send **cash with order**, enclose your personal check, a money order, or bank draft with your order. If you wish your order shipped

C.O.D. just write C.O.D. on the bottom of the order blank. Remember, whether you send cash with order or ask us to ship C.O.D., **we will pay all of the postage** (except on the special offers shown on pages 16 and 17 and on the back cover) on every plant you order. Mail order to **Naughton Farms, Waxahachie, Texas**, or to **Naughton Farms, Ennis, Texas**.

3 NAUGHTON BIG VALUE OFFERS!

20 Cactus only \$1

Twenty selected cactus plants (not seeds) in assorted varieties. Ideal for rock garden, border, or indoor culture. Twenty plants sent postpaid for only \$1.00!

ORDER OFFER NO. 18

40 IRIS only \$1

Forty strong, field-grown Iris bulbs in a wide range of assorted varieties and colors. Bulbs will bloom for you next spring. Forty bulbs sent postpaid for only \$1.00!

ORDER OFFER NO. W

30 MEXICAN TUBEROSES only \$1

Thirty beautiful single flowering Tuberose bulbs that will give you plenty of delightfully graceful and highly fragrant flowers from July to September. Thirty bulbs sent postpaid for only \$1.00!

ORDER OFFER NO. C



Fast Service!

Naughton Farms is located in the heart of one of America's most famous rose and nursery stock producing areas. Your plants are fresh and live when they leave us—they reach you in the shortest possible time—they are guaranteed to live and grow for you in your garden or orchard! (See Page 3.)

HEAVY CREAM OF THE CROP

Roses!

Roses! Commemorated in song and story the world over, and subject of poem and ballad through all of the ages—yet never has word been written, never has song been sung that can do full justice to America's most loved flower—the rose! Add the gorgeous colors and delightful fragrance of roses to the surroundings of your home next spring!



*Your Choice
of More than 200 Varieties!*

Variety	Description
AUSTRIAN COPPER	copper red
AMI QUINARD	superb dark velvet, black red
AGNES	fragrant, deep amber
AMERICAN BEAUTY	dark red
ANGELUS	pure snowy white
ABOL	large white
AUTUMN	yellow, bronze and red
ANNIE LAURIE	flesh pink
ANGELE PERNET	burnt orange
ANTOINE REVOIRE	lovely carmine
BRIARCLIFF	vivid pink
BETTY UPRICHARD	copper and red
BETTY SUTOR	two-tone pink
BLUE ROSALIE	variegated blue shadings
BESSIE BROWN	lovely white
COLUMBIA	splendid pink buds
CALEDONIA	large alabaster white
CHAS. K. DOUGLAS	dark crimson

Variety	Description
CHAS. P. KILHAM	orange and pink
CHAS. RUSSELL	fancy fiery red
CYNTHIA	orange pink shadings
COCHET YELLOW	chrome yellow, splendid
COCHET WHITE	snowy white
COCHET PINK	lovely delicate pink
COMMONWEALTH	fragrant, deep rose pink
CONRAD F. MEYER	light silvery pink
CAPTAIN CHRISTY	dandy, large red
CRUSADER	deep crimson red
DAME EDITH HELEN	double, large pink
DIRECTOR RUBIO	fiery brick red
DUCHESS OF ATHOLL	old rose and golden
DOUGHTY	a splendid pink specimen
DUCHESS OF WELLINGTON	carmine yellow
DAINTY BESS	single pink and white
ETOILE DE HOLLANDE	lovely dark red
E. G. HILL	very popular, dazzling red
EDITH NELLIE PERKINS	tinted copper, splashed red
EDEL	showy, pure snow white

**NAUGHTON'S
WORLD FAMOUS
ROSES**

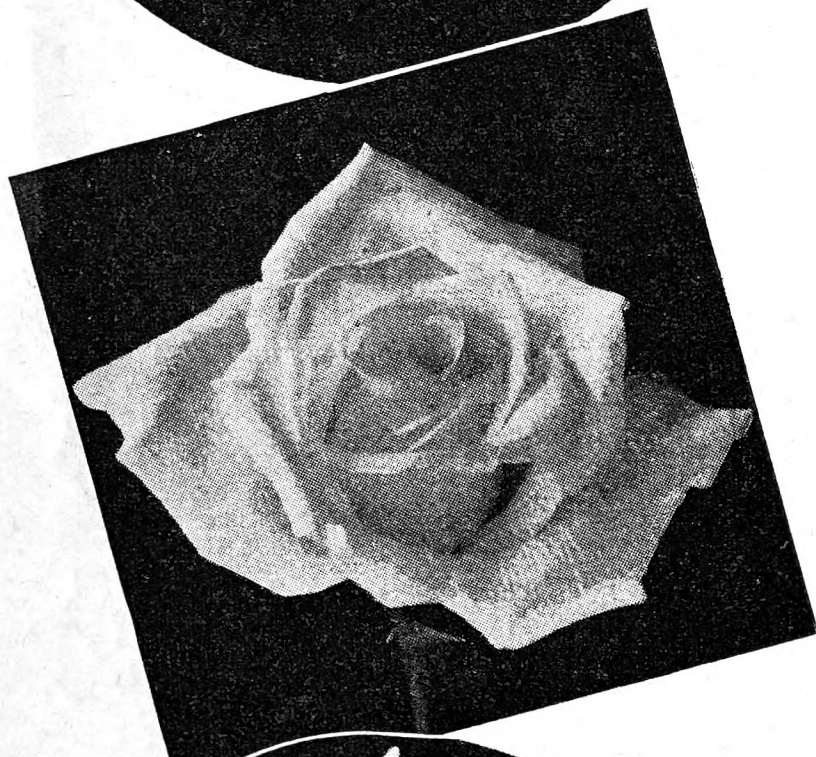
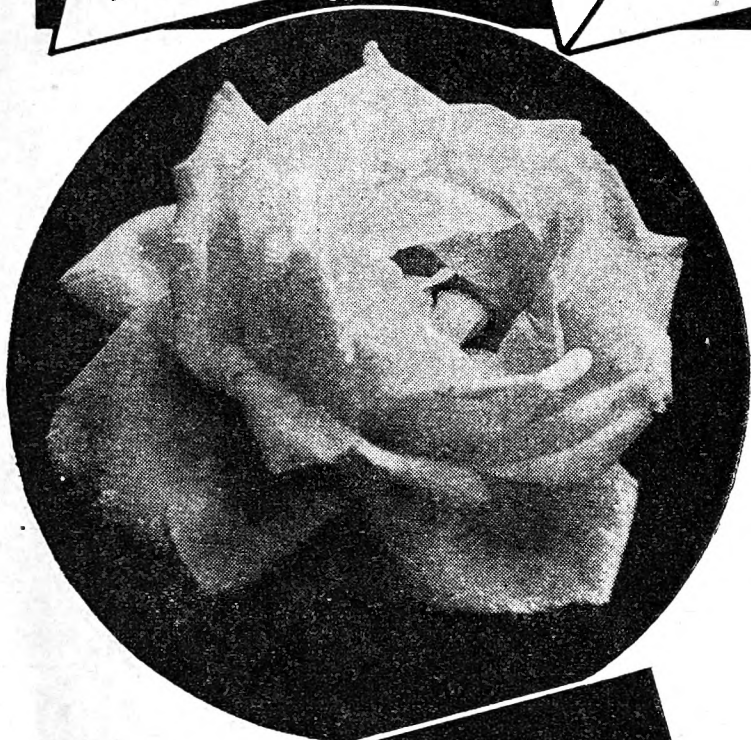


NAUGHTON

FARMS

FAMOUS

only **19¢** each
postpaid



Variety	Description
ETOILE DE FRANCE	lively red, very popular
EDITOR McFARLAND	lovely deep pink
EDWARD MAWLEY	dark, black red
EVART VAN DYKE	light satiny pink
FRAU KARL DRUSCHKI	large snow white
FRANK W. DUNLOP	vivid pink, popular
FRANCIS SCOTT KEY	double, deep rich red
FRAU MARGARET OPPENHEIM	lovely yellow
FRAU E. WEIGAND	very double, light orange
F. J. GROOTENDORST RED	fast grower, red
F. J. GROOTENDORST PINK	fast grower, pink
GOLDEN DAWN	bright golden yellow
GRUSS AN TEPLITZ	very hardy, red
GRUSS AN TEPLITZ PINK	a dandy sport pink
GORGEOUS	copper and orange
GENERAL McARTHUR	large brilliant red
GOLDEN OPHELIA	yellow and gold
GRUSS AN COBURG	yellow, shaded brown
GRENOBLE	specially fragrant, scarlet red
LULU	orange and red
LAMP LOUGH	a splendid pink
LORD CHARLEMONT	scarlet crimson
LOS ANGELES	salmon and pink
CUBA	dazzling orange red
GOLDEN EMBLEM	outstanding yellow
HENRY NEVARD	popular, large scarlet red
HOLLYWOOD	very popular, dark pink
HILDA	bright red, splashed pink
HADLEY	old favorite, red
HEINRICH WENLAND	red and deep yellow
HEINRICH GAEDE	bright vermilion
HARRISON'S YELLOW	very hardy yellow

MISSISSIPPIAN WANTS MORE FINE ROSES!

NAUGHTON FARMS, INC.,
Waxahachie, Texas.

Gentlemen:

Please send me one of your catalogs. I got some of your bushes last year and all of them were strong, fine plants and all of them lived. I would like to get some more of them this fall.

Very truly yours,
MRS. J. H.,
Scott, Mississippi.

EVERY NAUGHTON ROSE IS GUARANTEED TO LIVE IN YOUR YARD!

Every rose listed in this catalog is a strong, two-year-old, field-grown rose that is **guaranteed to live** for you in your yard. If for any reason any rose or roses that you order from this catalog fail to live, notify us by June 1, 1940, and we will replace with other stock. All Naughton roses are shipped to you freshly dug from the nursery rows after a careful culling and inspection by our experts. For beauty, fragrance, value, and **complete satisfaction**—plant Naughton roses! You can't lose... they are **guaranteed to live for you!**

NAUGHTON PAYS THE POSTAGE!



2 YEAR OLD

FIELD GROWN

ROSES

only **19¢** each
postpaid

Variety	Description
HANSA	a dandy, reddish violet
IRISH ELEGANCE	single, showy red
IMPERIAL POTENTATE	rose pink
INDEPENDENCE DAY	bright yellow
IMPRESS	splendid, salmon-yellow
J. J. L. MOCK	very popular, soft pink
JULES GAUJARD	bright orange and red
JULIEN POTIN	rich yellow
JOHN RUSSELL	rich crimson, dark centers
J. OTTO THILLOW	two-tone pink
JOANNA HILL	creamy yellow
K. A. VICTORIA	popular, double, snowy white
KILLARNEY WHITE	a splendid white
KILLARNEY PINK	clear pink
KILLARNEY BRILLIANT	dazzling red
KILLARNEY DOUBLE WHITE	pure white
KOENIGIN LUISE	large, snow white
LADY HILLINGDON	deep Indian yellow
LADY ASHTOWN	superb pink, shaded coral
LA FRANCE	something different, silvery pink
LEONARD BARRON	amber with salmon tints
LA TOSCA	old favorite, shell pink
LADY INCHQUIN	indescribable, cerise orange
LUXEMBOURG	bright yellow, shaded orange
LADY MARGARET STEWART	buttercup yellow and red
LUCILLE RAND	very desirable, carmine red
MARGARET McGREDY	orange vermillion
MRS. MAUDE CUMMINGS	dark carmine red
MEV. G. A. VAN ROSSEM	glowing apricot yellow
MARTHA WASHINGTON	splendid dark pink
METEOR	very popular red
McGREDY'S SCARLET	scarlet red

NAUGHTON ROSES "HEALTHY AND STRONG!"

NAUGHTON FARMS, INC., Waxahachie, Texas.
Gentlemen:

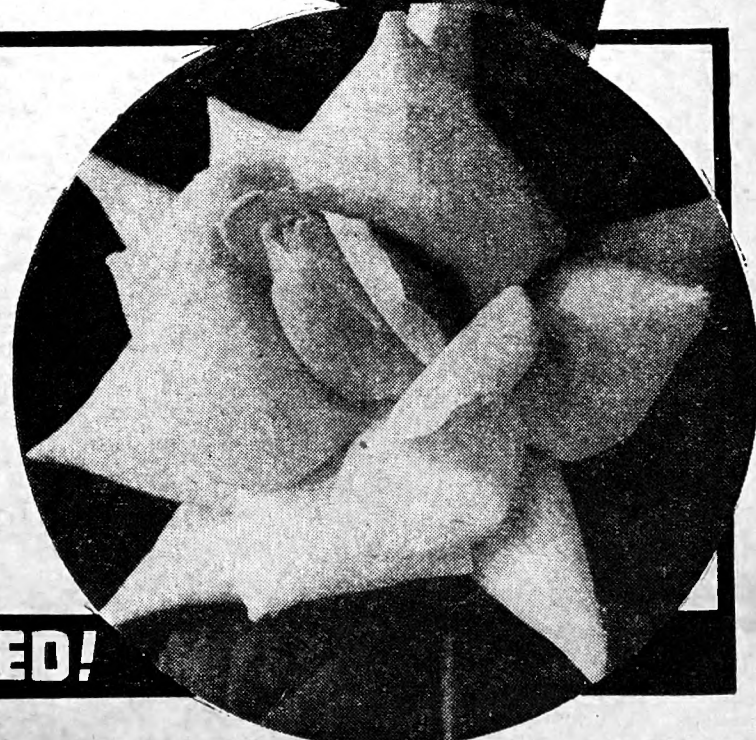
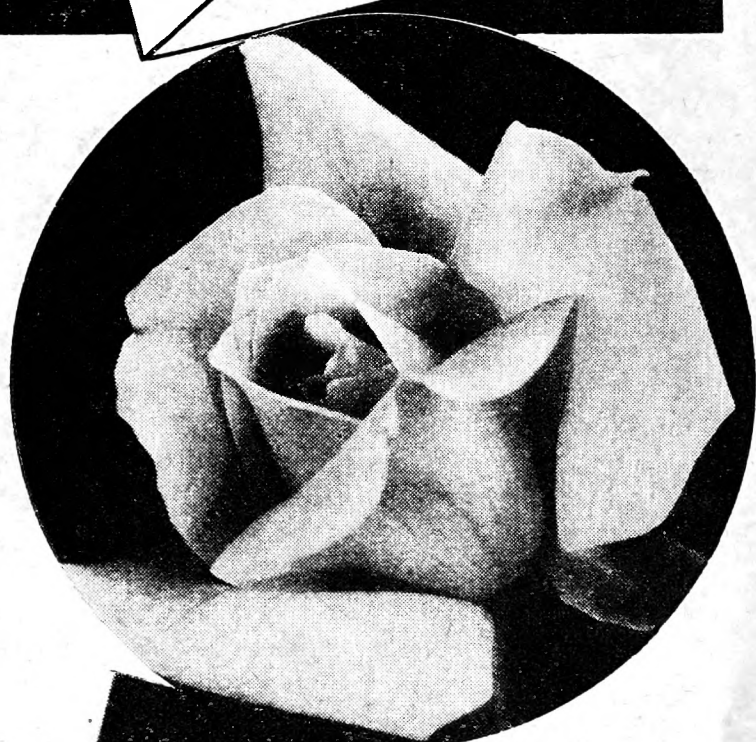
I received my order in the greatest shape. I can't tell you how pleased I am. I still can't believe it is true as every one of my bushes is healthy and strong and growing fine. I should like to send more orders to you.

Cordially yours,
C. M.,
South Bend, Indiana.

ORDER NOW — PLANT YOUR ROSES EARLY FOR BEST RESULTS!

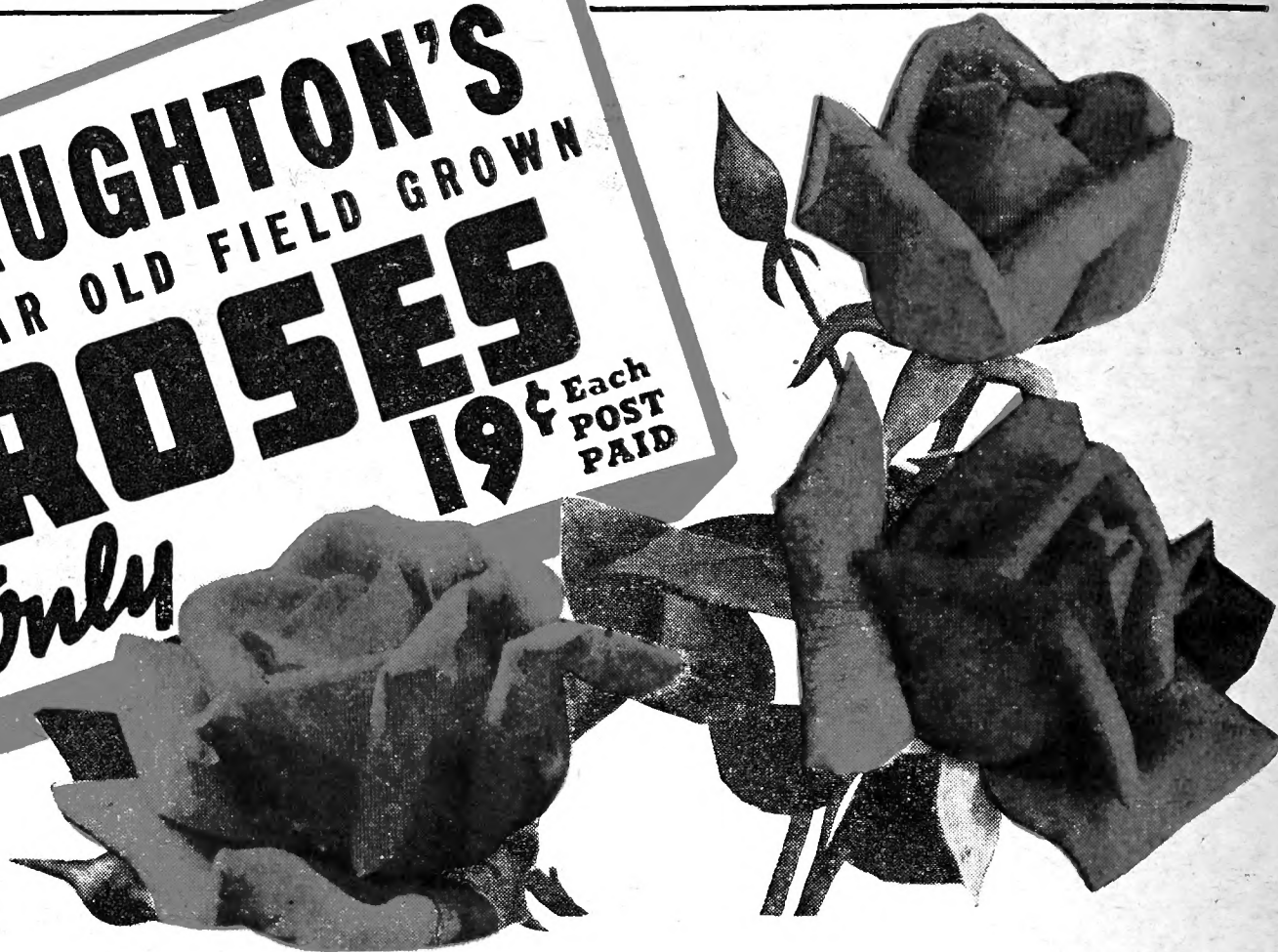
We strongly urge you to plant your roses and other nursery stock as early this spring as possible. Early planted stock withstands droughts and irregular weather conditions better than late planted stock. Bushes planted in January, February, and March have time to develop their fibrous root systems before they are called upon to feed the plant during the period of rapid top growth. You can successfully plant roses, shrubs, evergreens, and other nursery stock at any time when the ground is not frozen. Plant your roses early this spring—and you will have bigger, stronger plants in your yard or garden next spring!

SATISFACTION GUARANTEED!



NAUGHTON'S 2 YEAR OLD FIELD GROWN ROSES Only 19¢ Each POST PAID

*Sure to
Bloom!*



MILADY	a very soft pink
MISS ROWENA THOM	very fragrant, fiery rose
MRS. CHARLES BELL	shell pink
MARY C. OF ILCHESTER	lively pink
MME. MASON	splendid dark red
MME. CAROLINE TESTOUT	soft pink
MME. JULES BOUCHE	large lovely white
MME. NICHOLAS AUSSEL	bright coppery red
MME. EDOUARD HERRIOT	sparkling coral buds
MME. BUTTERFLY	pink and gold
MRS. AARON WARD	Indian yellow
MRS. DUDLEY CROSS	pink and yellow
MRS. JOHN COOK	lovely clear pink
MRS. HENRY BOWLES	glistening pink
MRS. PIERRE S. DuPONT	golden yellow
MRS. A. R. BARRACLOUGH	rose, pink and yellow
MRS. E. P. THOM	bright, lively yellow
MRS. LOVELL SWISHER	salmon and gold
MRS. HENRY MORSE	flesh carmine, tinted rose
NATIONAL EMBLEM	very popular, dark red
NORMAN LAMBERT	lovely buds of chrome yellow
NATALIE BOETTNER	outstanding large white
NUNTIUS PACELLI	white flowers in cluster
OPHELIA	salmon with yellow shadings
OLYMPIAD	gorgeous scarlet and yellow
PATIENCE	fragrant, orange yellow
PRISCILLA PINK	vigorous free flowering pink
PRISCILLA WHITE	an outstanding white
PAUL NEYRON	immense blooms, pure pink
PINK PEARL	very popular, vivid pink
PREMIER SUPREME	very fragrant, clear pink
PREMIER	dark rose pink, lovely
PORTERDOWN BEDDER	orange and scarlet cerise
PINK DAWN	outstanding pink variety
PADRE	flowers freely, coppery scarlet
PRESIDENT HERBERT HOOVER	red and old gold
RED GROOTENDORST	a splendid red

PINK DRUSCHKI	immense rose pink flowers
PRES. JACK SMITH	lovely variegated flowers
RADIANCE RED	the best red
RADIANCE PINK	the best pink
RADIANCE SHELL	the best shell
RADIANCE, TEXAS WHITE	
	very productive, flowers lovely white
RAPTURE	glowing pink
ROSELANDIA	a lovely golden yellow flower
ROMANCE	double, lasting, golden yellow
RAINBOW	extremely popular, variegated
RED LETTER DAY	intense, fiery scarlet
RED COLUMBIA	outstanding, rich red
ROSE MARIE	double-cupped, rose pink
REV. F. PAGE ROBERTS	yellow, red tints
ROSLYN	fragrant, golden yellow
RED DRUSCHKI	large immense red flowers
SYRACUSE	fine grower, bright crimson
SIR THOMAS LIPTON	fine free bloomer
SENSATION	scarlet and maroon red
SOUV. DE CLAUDIUS PERNET	rich golden yellow
SOUV. DE GEO. PERNET	red and yellow
SUNKIST	a dandy, bright lively yellow
SUNBURST	old garden favorite, deep yellow
SARAH VAN FLEET	
	extremely hardy, wild rose pink flowers
SOEUR THERESE	fine free blooming yellow
TALISMAN	very popular red, old gold, yellow
TEMPLAR	a fine glowing red
THOMAS A. EDISON	lavender pink
VATERLAND	dark red and copper
VANGUARD	indescribable, orange salmon
WILHELM KORDES	bright golden yellow
WILLIAM R. SMITH	a very desirable tea rose
WILLIAM N. ASHER	lovely, soft pink
W. E. NICKERSON	orange and cerise
WESTERN GOLD	large pure yellow

NAUGHTON ROSES WIN SEVERE COMPARISON TEST!

NAUGHTON FARMS, INC., Waxahachie, Texas.

Gentlemen:

Permit me to acknowledge receipt of the rose bushes you forwarded to me. To say I am pleased is putting it mildly. The day I received yours I received two bushes from the.....Company (who sell roses at 50c each and up). Yours, however, put them in the shade. The root systems of your bushes were once again as large. I never saw bushes with such long roots and so many of them.

Yours for roses,
W. D. E.,
Elizabeth, New Jersey.

We Pay All the Postage!

LAST YEAR MORE THAN **250,000 SATISFIED CUSTOMERS**

NAUGHTON ROSES

COME TO YOU FROM THE

*Rose Garden
of America!*

During the many years that we have been associated with the rose industry, we have visited, bought roses from, and grown roses in, all of the principal rose growing sections of the country. As a result of the first-hand experience thus gained, it is our firm belief that Texas is by far the greatest rose growing state in America. Its rich sandy soil, mild climate, and long growing season produce bigger and better rose plants. Most of our roses are produced in the rich soils that line the Natchez River running between Smith and Van Zandt counties in East Texas—a section that may truly be termed the "Rose Garden of America!"

Texas grown roses are just as hardy in the North as they are in the South. The hardiness of a rose does not depend upon the climate or soil in which it is grown—it depends entirely upon the understock upon which the rose is budded. All Naughton roses are budded upon the finest Multiflora Japonica understock and are **capable of standing all kinds of weather**. Texas grown roses, due to the long growing season they enjoy, are fully matured when they leave our nurseries, thus assuring you the best of blooming plants the first season you plant them in your yard or garden.

The growing of quality roses has been an important factor in our nursery for many years. Today we are one of the largest growers and shippers of two-year-old, field-grown roses in the entire United States. It has never been our objective to grow hundreds of varieties of roses just so that we could list them in our catalog. We never list a rose until we have grown it ourselves, are sure of its blooming qualities, and firmly believe that it will give our customers complete satisfaction. We continually test new introductions to see for ourselves if they will grow and bloom successfully. Only when we determine in our own fields that they are successful do we list them in our catalog and pass them along to our customers.

When you buy Naughton roses from this catalog you may rest assured that they are **tested and proven roses**. Years of experience in growing and proving each variety of budded roses listed in our catalog, a large staff of capable rose growers, conscientious old-fashioned honesty, and a jealous care of our reputation for fair dealing, have brought Naughton Farms an army of thousands of satisfied rose customers from all over the world. We are justly proud of them—we are justly proud of the roses that we grow and ship!

**YES! NAUGHTON'S GUARANTEE HOLDS GOOD AGAINST
FIRE LOSS!**

NAUGHTON FARMS, INC.,
Waxahachie, Texas.
Gentlemen:

I appreciate your kindness in replacing the order for my rose bushes that were burned. The new roses arrived in excellent condition. I assure you of future orders.

Very truly yours,
MRS. G. E.,
Colfax, North Carolina.

Money Back Guarantee!

**BOUGHT
MORE THAN 3,500,000 NAUGHTON PLANTS!**



NAUGHTON'S PRIZE WINNING **RADIANCE** ROSE COLLECTION

Guaranteed to Live!

Surround your home with America's most famous rose—the Radiance! Among the finest bloomers in the entire rose kingdom, their large, luscious buds and delicate fragrance have endeared them to rose lovers everywhere. They are hardy and easy to grow, too! Collection includes: 6 Red Radiance, 3 Pink Radiance, 2 Shell Radiance, and 1 Rare Texas White Radiance—all strong, two-year-old, field-grown bushes. Send your order today for—

12 2 YEAR OLD
FIELD GROWN
RADIANCE
ROSES ^{\$1.98}
FOR ONLY **1**—

POST PAID

ORDER COLLECTION
NO. 9.



2 YEAR OLD FIELD GROWN CLIMBING ROSES

Only **19¢** each
POST PAID

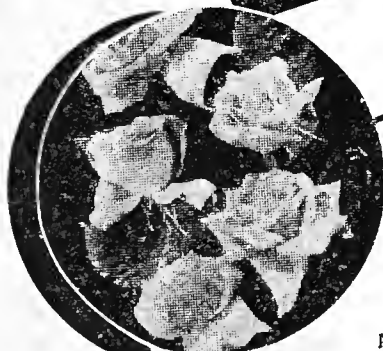
They climb! They run! In fact you can train them to do anything you want! Let them grow along the fence, over the trellis, or up the garage. Transform such places into beauty spots that will be admired by all that see them by planting Naughton climbing roses. They are hardy everywhere and grow rapidly with little or no attention. Here we bring you America's favorite climbing roses—all strong two-year-old, field-grown stock—for only 19c each. Postpaid.

Variety	Description
CLB. AMERICAN BEAUTY	dark red
CLB. AMERICAN PILLAR	popular pink
CLB. CRIMSON RAMBLER	bright crimson
CLB. EDEL	pure white
CLB. SUNBURST	outstanding yellow
CLB. E. G. HILL	rare; dazzling red
CLB. FRANK W. DUNLOP	pink
CLB. GOLDEN OPHELIA	sport of bush
CLB. MME. GREGOIRE STAECHELIN	pure lovely pink
CLB. J. J. L. MOCK	pure pink
CLB. PRESIDENT HOOVER	sport of bush
CLB. LOS ANGELES	salmon and gold
CLB. MERMAID	buttercup yellow
CLB. MARECHAL NEIL	deep yellow
CLB. MARY WALLACE	old favorite, red
CLB. METEOR	fine dark red
CLB. PRIMROSE	yellow apricot
CLB. RADIANCE PINK	the best pink
CLB. RADIANCE RED	the best red
CLB. SILVER MOON	silvery white
CLB. SKYBANK YELLOW	pure yellow
CLB. TALISMAN	sport of bush
CLB. CLAUDIUS PERNET	yellow
CLB. COLUMBIA	pure pink
CLB. PAUL'S SCARLET	old favorite, dark red
CLB. DR. ECKNER	scarlet red



15TH ANNIVERSARY COLLECTION 15 ROSES ONLY \$2³⁵

The bargain of the year. 15 of America's most popular. All proven to be the best. Will produce a riot of color. All 2-year-old field grown. You get 1 Ami Quinard. 1 Briarcliff. 1 Betty Uprichard. 1 E. G. Hill. 1 Editor McFarland. 1 F. S. Key. 1 Lord Charlemont. 1 Lady Hillingdon. 1 Luxembourg. 1 Lady Margaret Stewart. 1 Mrs. Charles Bell. 2 Red Radiance. 1 Talisman. 1 Pink Radiance. All 15 postpaid for only \$2.35. Order Collection No. 8.



12 POLYANTHA OR BABY DOLL ROSES for \$1.95

An assortment of 12 dainty, fragrant baby doll roses in six of America's most popular varieties. Splendid for hedging, bedding, bouquets, etc. You get 1 Chatillion (bright pink), 4 Ideal (dark red), 2 Else Poulsen (bright rose), 2 Golden Salmon (orange and salmon), 1 Katherine Zeimet (snow white), 2 Kirsten Poulsen (bright scarlet). All for only \$1.95 postpaid. Order Collection No. 102.



POLYANTHA OR BABY DOLL ROSES

only **19¢** each
postpaid

Polyantha roses (frequently called Baby Doll or Tom Thumb roses) produce myriads of dainty, fragrant little flowers of exquisite form and habit and will give a gorgeous array of color to your yard throughout the summer. Their perfectly formed fragrant little buds—shaped just like their big sisters—are delightful no matter where you place them. Polyantha roses are fine for use in hedges, for borders, and for inside box culture. Also make ideal bouquets for home decoration and are just right for use in buttonholes or corsages. Plant a row of Polyantas this year.

Variety	Description
CHATILLION	bright pink
CECILE BRUNNER	bright pink and white
ELSE POULSEN	bright rose
ELLEN POULSEN	cherry pink
KIRSTEN POULSEN	bright scarlet
EDITH CAVELL	brilliant scarlet
EBLOUISSANT	light red
ECHO	two toned pink
GOLDEN SALMON	salmon pink and orange, popular
GEORGE ELGER	bright yellow
GLORIA MUNDI	orange scarlet
IDEAL	dark red, profuse bloomer
KATHERINE ZEIMET	white
LAFAYETTE	cherry red, frilled
SALMON SPRAY	salmon pink to carmine

WE PAY THE POSTAGE

NEW and RARE ROSES

Only 29¢ each
POST PAID

From coast to coast over a period of years we have been collecting and testing in our fields the best of the unusual and rare varieties of roses. Now we offer them to you! Add the distinction of these rare roses to your garden this season. Enjoy the exotic colors and rare fragrance of these delightful varieties that many want, but few have. Every one of the varieties listed below will add new and unusual beauty and fragrance to your rose bed—and just see how low they are priced!

Variety	Description
CATALONIA	double cupped, orange vermillion
CONDESA DE SASTAGO	double, two-toned copper and yellow
DAILY MAIL	double, rich crimson, highly scented
DUQUESA DE PENARANDA	apricot, orange and pink
FEU JOSEPH LOOYMANS	flowers cupped, yellow, apricot
GIPSY LASS	dark glowing scarlet
LADY ALICE STANLEY	double, light pink
GOLD STAR	golden yellow and orange
GOLDEN RAPTURE	double, rich yellow
IVANHOE	vigorous, deep crimson
KIDWAI	creamy yellow, suffused salmon
LOVELY	carmine pink, delicate fragrance
OSWALD SIEPER	large, double, white blossoms
QUEEN ALEXANDRA	double, golden vermillion
SPLENDOR	large full blooms, bronzy pink
SUSAN LOUISE	dainty pink
YELLOW SASTAGO	deep golden yellow
SWANSDOWN	long creamy white buds
RED TALISMAN	very bright red
YELLOW MOSS	splendid yellow variety

All of the above varieties of new and rare roses, two-year-old field-grown, only 29c each. Postpaid.

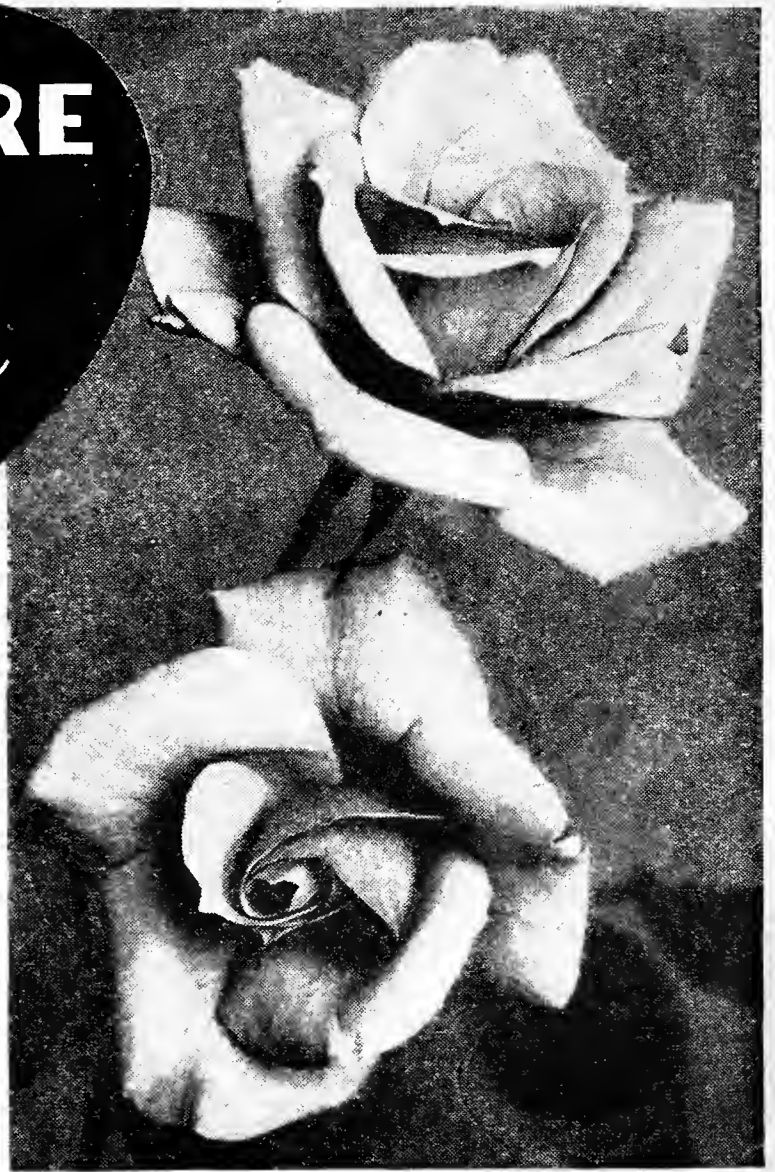
TREE ROSES



Something that everyone will admire, something more beautiful than words can describe, something that everyone wants and few have; that is the tree rose, the queen of flowers in the garden. These plants offered are about 4 feet in height with large, strong limbs that will produce a multitude of blooms this summer. Naughton's rose trees are famous the world over for their hardiness and free blooming habits. They are all monthly bloomers just like the bushes. Add some of these to your rose garden and have your neighbors admiring them all summer.

Varieties of Tree Roses	Description
AUTUMN	yellow, bronze and red
DAME EDITH HELEN	large double, lovely pink
E. G. HILL	bright dazzling red
ETOILE DE HOLLANDE	large crimson red
JOANNA HILL	pointed buds, creamy yellow
MARGARET MCGREDY	large, orange vermillion
MRS. E. P. THOM	lovely bright yellow
PRESIDENT HOOVER	red, shaded old gold
RED RADIANCE	red
TALISMAN	red, yellow and bronze
GOLDEN EMBLEM	rich yellow and red
CONDESA DE SASTAGO	two-tone golden yellow

Prices on strong 4-ft. rose trees, \$3.49 each; 2 for \$6.25. Postpaid.



NAUGHTON'S RAINBOW ROSE COLLECTION

Every rose in this collection is a fine bloomer that has proven its worth and earned the admiration of rose lovers throughout the world. All roses are 2-year-old, field-grown, guaranteed to live, everblooming bushes. Collection includes: 1 Ami Quinard, deep red; 1 Caledonia, white; 1 Etoile de Hollande, rich red; 1 Frau Karl Druschki, white; 1 Margaret McGredy, vermillion; 1 Mrs. Charles Bell, pink; 1 Red Radiance, red; 1 Pink Radiance, pink; 1 Red Radiance, yellow; 1 President Hoover, red and yellow; 1 Luxembourg, yellow orange; 1 Betty Uprichard, coppery pink. Send your order today for

12 SELECTED FAVORITE
VARIETIES OF 2 YEAR
OLD FIELD GROWN
ROSES FOR ONLY \$1.98
Post Paid
ORDER RAINBOW ROSE COLLECTION

EVERY PLANT IS
GUARANTEED TO LIVE!
(SEE PAGE 3)

TAKE A PICTURE and WIN A PRIZE [SEE PAGES 16 AND 17 FOR DETAILS]

NAUGHTON'S STRONG FIELD GROWN



CRAPE MYRTLE

Will Add Year 'Round Beauty

CRAPE MYRTLE The glory of the South. Extremely hardy, does well in any soil, can be planted in full or half sun. Blooms from mid-summer until frost, when most flowers are gone. Plant in masses, hedges or as single specimens. Truly the most gorgeous flowering shrub in the Southland. **Colors:** Red, pink, purple, orchid. **Specify color wanted.** **Price:** 2-ft. plants, 25c each; 3-ft. plants, 35c each. Postpaid.

DWARF CRAPE MYRTLE Habits, hardiness and blooming quality exactly like Crape Myrtle only a dwarf type and an extremely hardy bloomer. **Colors:** Pink and orchid. **Specify color.** **Price:** 15- to 18-in. plants, 35c each. Postpaid.

GOLDEN BELL Erect growing, tall and slender with lovely flowers of rich yellow in early spring. **Price:** 2-ft. plants, 19c each. Postpaid.



WHITE SNOWBERRY

MOCK ORANGE. Of upright growth reaching a height of about 5 ft. Has very small, dainty leaves of rich dark green. Highly scented, beautiful white flowers. **Price:** 2- to 3-ft. plants, 19c each, 3- to 4-ft. plants, 30c each. Postpaid.

TAMARIX (Salt Cedar). Has beautiful light green, very fine foliage resembling that of a fern. In early spring it is a solid mass of gorgeously colored orchid and lavender flowers borne along the stems of the entire plant. When blooms fade the fern-like foliage appears and retains its charm throughout the summer. Fine for screening unsightly places or as hedge. **Price:** 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.

HYDRANGEA (Hill of Snow). The new everblooming Hydrangea is constantly in bloom from early June until frost. It is one of the most important additions in the way of a hardy shrub ever introduced. All summer it bears great clusters of white flowers. **Price:** 2-yr. plants, 35c each. Postpaid.

HYDRANGEA P. G. Beautiful, well developed trees of the true Hydrangea. Good roots and plenty of branches. Plant them anywhere, they are always beautiful. Large clusters of white flowers changing to pink. **Price:** 2-yr. plants, 35c each. Postpaid.

HYDRANGEA OAKLEAF. A distinguished shrub with large-lobed leaves turning wine-color in fall. Flowers open in early summer in long panicles changing from white to purple. **Price:** Strong 2-yr. plant, 35c each. Postpaid.

WHITE FLOWERING DOGWOOD (Cornus Florida). Tree form. Produces solid mass of beautiful white blooms in early spring. Foliage dark green with very attractive leaves. Very hardy. **Price:** 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.

FLOWERING CRAB. A rose in disguise. A low bush tree blooming when quite young. At a distance the tree seems covered with dainty roses of delicate pink. Very fragrant. **Price:** Strong 2-yr. plants, 49c each. Postpaid.

VITEX (Chaste Tree). Upright growth of spreading habit growing to a height of about 7 feet. Beautifully pointed light green leaves with gorgeous orchid or purple flowers. **Price:** 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.

WHITE SNOWBERRY. Desirable shrub with small pink flowers followed by large waxy white berries which hang on the plant throughout the winter months. Very showy. Hardy everywhere. **Price:** 2-ft. plants, 21c each; 3-ft. plants, 28c each. Postpaid.

WEIGELA ROSEA. Tall growing with deep pink, trumpet shaped flowers borne thickly along stems. Blooms abundantly throughout summer. **Price:** 2- to 3-ft. plants, 19c; 3- to 4-ft. plants, 30c each. Postpaid.

WEIGELA HENDERSONIA. One of the best of the Weigela family. The leaves are bright green and are borne thickly along stems. Does well in any climate. Fine for planting in masses or hedges. Gorgeous trumpet-shaped flowers are beautiful throughout the summer. **Price:** 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.

\$500 in Cash Prizes! (See Pages 16 and 17)

EVERGREEN OFFER

We offer 25 assorted Arborvitae, 1-yr. old plants, for only \$1.00. Plant these in your yard or garden—grow your own plants and have some to sell.

Order Collection No. 49

We Pay the Postage!



HYDRANGEA P. G.



HYDRANGEA (Hills of Snow)



WEIGELA

SEE PAGE 3

NAUGHTON GUARANTEES

FLOWERING SHRUBS

To Your Yard and Garden!

CYDONIA JAPONICA (Japan Quince). Commonly called Evergreen Burning Bush or Flowering Japonica. Produces a brilliance of scarlet-red flowers almost before snow leaves the ground. Tall, slow growing, bush form shrub. Suitable for use as single specimens, hedging, or any place where a blaze of red color is desired. The most beautiful of all the flowering shrubs in the South. Hardy everywhere. **Price: Strong 2-ft. plants, 28c each. Postpaid.**

SNOWBALL. A rare shrub. Grows to height of 6 feet. Foliage has purple cast shaded dark green. Large, gorgeous white blooms in early June make it most attractive. **Price: Strong 2-yr. plants, 35c each. Postpaid.**

FORSYTHIA. Grows erect, tall and slender. Especially desirable for tall backgrounds. Lovely golden flowers of rich yellow. One of the first shrubs to bloom. **Price: 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.**

ALTHEA BEU DE FEU (Double Red). Tall growing bush form plant. An abundance of large double red flowers. Hardy and easy to transplant. Blooms fine in July, August and September. **Price: 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.**

ALTHEA ROSE OF SHARON. The most admired and gorgeous of the Althea family. Has an array of assorted colors unsurpassed in the field of flowers. **Price: 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.**

RED CHOKEBERRY. A large, beautiful shrub that bears a great quantity of red berries which remain on the plant during the long winter months when everything else is bleak and dreary. **Price: Strong 2-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.**

ALTHEA JEANNE d'ARC (White Althea). Same description as the Red Althea, only blooms are large, double white with carmine centers. **Price: 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.**

RED BUSH HONEYSUCKLE. Like the famous vine, but grows in bush form. A lovely plant of upright habit ranging in size from 3 to 5 feet. Small, dainty little leaves with abundance of small red flowers followed by red berries make it one of the most loved plants grown in the nursery. Very hardy. Can also furnish in white. **Price: 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.**

PINK BUSH HONEYSUCKLE. Exactly like the red bush except abundant flowers are pink. **Price: 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.**

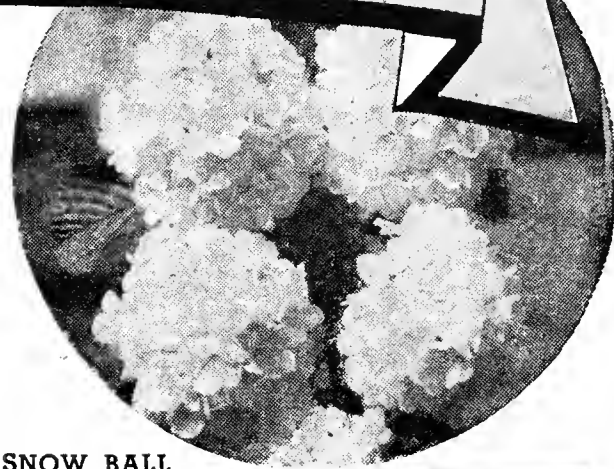
WINTER HONEYSUCKLE. Of upright growth with small leaves, creamy-white flowers and bluish-purple fruit. **Price: Strong 2-ft. plants, 19c each. Postpaid.**

SCOTCH BROOM. Rare, a plant of value to any landscape that is in need of color. In April this plant is a solid mass of golden yellow blooms resembling the Sweet Pea. Makes a wonderful cut flower to fill vases. Blooms about 2 months. A native plant of Europe. **Price: Strong 2-yr. plants, 38c each. Postpaid.**

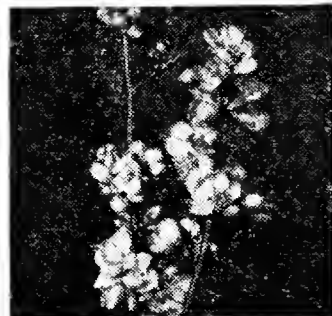
GROUND IVY: A New Sensation

Here is a plant that we absolutely guarantee will grow under trees where nothing else will grow. The plant crawls on the ground and roots wherever it touches, giving appearance of a moss carpet. It is a very delicate light green in color. Easy to grow. **Price: Strong plants, 15c each; 10 for \$1.40; 20 for \$2.60. Postpaid.**

EVERY PLANT GUARANTEED TO LIVE!



SNOW BALL



CYDONIA JAPONICA



FORSYTHIA GOLDEN BELL

ALTHEA ARDENS (Purple). Same description as Red Althea only blooms are large, double and deep purple. **Price: 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.**

CALYCANTHUS (Sweet Shrub). Upright grower with large, highly scented leaves. Produces lovely red blooms on long canes. One of the most popular of all the shrub family. **Price: 2-ft. plants, 19c each; 3-ft. plants, 30c each. Postpaid.**

RED OZIER DOGWOOD. The plant that needs no description, as everyone knows its great qualities. In summer the leaves are a beautiful shade of green. In winter the bark on the branches turns a fiery red and holds its marvelous color throughout the winter season. **Price: 2-ft. plants, 19c each; 3-ft. plants, 30c each. Postpaid.**

YELLOW BARK DOGWOOD. Ornamental shrub with handsome foliage, having yellow branches in winter. Adds materially to the landscape with this bright color. Hardy, easy to grow. **Price: 2-ft. plants, 19c each; 3-ft. plants, 30c each. Postpaid.**

OLD FASHIONED FLOWERING SHRUB

Variety	Description
JERSEY TEA	White
LEATHERWOOD	Ornamental
WAHOO	Scarlet Fruits
YELLOW BUCKEYE	Spiny Fruit Burrs
PAWPAW TREE	Purple Flowers
MOON VINE	Red Berries
PERIWINKLE	Single Blue
FUZZY SUMAC	Greenish-White
ARROWOOD	Blue Black Berries
BLACK HAW	Blue-Black, Edible Fruits
CUCUMBER TREE	Large Creamy Blossoms

Prices on any of the above shrubs:
Strong 2-year plants, 25c each.
Postpaid.

EVERY PLANT TO LIVE

SEE
PAGE
3



**SPIREA
VAN HOUTTEI**

FOR QUALITY and VALUE BUY NAUGHTON FLOWERING SHRUBS

All Naughton Shrubs

SPIREA VAN HOUTTEI One of the most beautiful of all the Spirea family. In early spring the plant is covered with such a mass of small dainty white flowers that it resembles a white snow-bank. Its long gracefully drooping branches make it very beautiful. Use for screening unsightly places, mass planting, or hedging. Price: Strong 2-ft. plants, 19c each; 3-ft. plants, 30c each. Postpaid.

SPIREA BILLARDI ALBA. A low growing graceful flowering shrub. Blooms on long spikes, or stems, with gorgeous white flowers. Fast grower. Price: Strong 2-ft. plants, 19c each. Postpaid.

SPIREA THUNBERGII. Of low spreading habit. Has fern-like foliage of light green and blooms of white and pink tints. One of first Spireas to bloom in spring. You will be highly pleased with this variety. Price: 2-ft. plants, 19c each; 3-ft. plants, 30c each. Postpaid.

SPIREA ROSEA. Grand for group or mass planting. Has dense foliage with long stems of gorgeous rose shaded flowers. Blooms from July to September. Among the most popular of the Spireas. Price: Strong 2-ft. plants, 19c each. Postpaid.

SPIREA BILLARDI. A low growing graceful shrub. Has gorgeous lavender blooms on long spikes. Fast grower, reaches about 3 feet in height. Price: 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.

SPIREA ARGUTA. A variety growing to 2 to 3 feet in height covered by large panicles of feather-like blossoms of orchid and crimson. One of the best bloomers of the Spirea family. Price: Strong 2-yr. plants, 28c each. Postpaid.

SPIREA ANTHONY WATERER. A dwarf variety of Spirea growing 15 to 19 inches in height. Covered by large crimson and yellow flowers in early spring. Its variegated foliage is very attractive. The best bloomer of the Spirea family. Price: Strong 2-yr. plants, 38c each. Postpaid.

DEUTZIA—WHITE (The Pride of Rochester). Large gorgeous white flowers, very double. Hardy everywhere, attractive and does well in any soil. One of the first to bloom in the spring. Price: 2-ft. plants, 19c each; 3-ft. plants, 30c each. Postpaid.

BUTTERFLY BUSH. A new, rather compact dwarf type, commonly called Buddelia or Summer Lilac. Beautiful green foliage with gorgeous purple and lavender blooms in clusters. Nothing will add more charm than the Butterfly Bush. Blooms all summer and in great abundance. Price: Strong 2-ft. plants, 35c each. Postpaid.

LILAC. The famous old-fashioned, purple variety. Strong, vigorous, upright growth. Rich green foliage with large panicles of fragrant purple flowers. Never plant shrubs without including Lilac. Price: 2-ft. plants, 28c each. Postpaid.

PERSIAN LILAC. One of the most popular of the orchid blooming Lilacs. Great abundance of flowers in large panicles. One of the aristocrats of the genus. Price: Strong 2-ft. plants, 39c each. Postpaid.

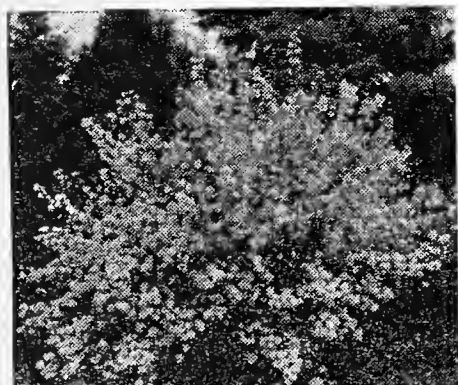
SWEET ELDER. Most handsome with its great clusters of large flowers, sometimes 10 inches across. Hangs extremely heavy with purplish-black berries. Price: Strong 2- to 3-ft. plants, 35c each. Postpaid.



FLOWERING ALMOND



SMOKE TREE



DEUTZIA

FAVORITE GARDEN ANNUALS

Variety	Each
PETUNIAS—giant fringed	16c
GERANIUMS—rose, red, salmon.....	16c
DEVIL'S IVY	21c
BEGONIAS—red, pink	18c
SCABIOSA	16c
HARDY KOREAN MUMS	16c

Specify Color Wanted—Postpaid

50 GLADIOLUS \$1 FOR ONLY

You get 50 strong Gladiolus bulbs in a choice mixture of reds, pinks, yellows, purples, lavender, etc., that will give you a wide range of gorgeous colors for only \$1.00. Postpaid.

Order Collection No. K

NAUGHTON PLANTS ARE HARDY THROUGHOUT THE U.S.!



Deutzia—Pride of Rochester



Spirea Anthony Waterer



Flowering Peach



Deutzia—Pink

Will Bloom For You This Coming Summer!

FLOWERING ALMOND. Of upright growth with lovely pink flowers in early spring. Tiny little leaves borne on long stems make it very useful in any landscape. Hardy. Price: Strong 2-ft. plants, 38c each. Postpaid.

BEAUTY BUSH. Ornamental shrub from China. Very rare. Upright growth, with outer branches arching gracefully. Flowers heavily in June with bell-shaped blooms of pink shaded with orange veins in the throat. Price: 2-yr. plants, 1½-ft. size, 28c each. Postpaid.

RED FLOWERING PEACH. Large type flowering tree, having same foliage as the fruit tree. Beautiful when in bloom in early spring. Flowers large double red. Price: 2- to 3-ft. plants, 29c each; 3- to 4-ft. plants, 39c each. Postpaid.

WHITE FLOWERING PEACH. Same description as the Red Flowering Peach except flowers are large double white. Price: 2- to 3-ft. plants, 29c each; 3- to 4-ft. plants, 39c each. Postpaid.

SPICE BUSH. Has highly scented leaves with lovely lavender blooms on long canes throughout the summer. Very popular. Price: Strong 2-ft. plants, 19c each. Postpaid.

HEAVEN TREE. Leaves gorgeous, light green resembling those of a Palm. Exceptionally fast grower. Does especially well on city lots exposed to gas and smoke. Price: 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.

HIBISCUS. Has very large, heart-shaped leaves and is covered with immense flowers that are sometimes as large as a saucer. Beautiful blooms cover the plant all summer. Price: Strong 1-yr. roots, will bloom first season, 19c each. Postpaid.

BEAUTYBERRY. Has bluish flowers and when in fruit is one of our showiest plants. Ornamental and extremely beautiful because of its blue flowers and violet fruit. Price: Strong 2-yr. plants, 19c each. Postpaid.

WATER HYACINTH

Easily grown, can be cultivated in ponds and aquariums. Gorgeous blooms floating and growing luxuriantly on top of water admired by all who see them—that's the Water Hyacinth. Price: Strong plants, 19c each; 3 for 49c; 6 for 89c. Postpaid.

SIBERIAN PEA-TREE. Large, hardy shrub producing an abundance of yellow pea-shaped flowers. Used for hedging in the North. Price: Strong 2-yr. plants, 19c each. Postpaid.

RUSSIAN OLIVE. A rugged tree-like shrub. Grows to 10 feet. Foliage silvery gray, contrasting sharply with other shrubs. Flowers are deep gold and fragrant with ornamental yellowish brown fruits with silver scales. Price: Strong 2-ft. plants, 35c each. Postpaid.

INDIAN CURRANT. Light green leaves covered with green berries; changing to a fiery scarlet in winter. The plant enjoys shady places. Price: Strong plants, 19c each. Postpaid.

SCARLET SAGE. Covered with red blossoms, borne on long stems are highly scented. Very hardy. Price: Strong plants, 19c each. Postpaid.

RED LEAF BARBERRY. Similar to popular Green Leaf Barberry, only its foliage as it develops in spring assumes a deep red color which it keeps until fall when it changes to orange scarlet and red shades. Price: 2-yr. plants, 35c each. Postpaid.

PURPLE BARBERRY. Similar to Green Leaf only its leaves retain a deep purplish cast throughout the season. Price: 15-in. plants, 25c each. Postpaid.

CORALBERRY. Dwarf shrub of dense growth. Leaves of green, green berries in the summer changing to scarlet red in winter that hang on the plant until spring. Price: 2-ft. plants, 19c each. Postpaid.

SMOKE TREE. (Purple Fringe). A unique spreading tree-like shrub with large leaves overhung in mid-summer by cloud-like masses of mist-like flowers resembling smoke. Leaves change to brilliant red and yellow in the fall. Splendid to mass with tall shrubs. Price: Strong 2-ft. plants, 38c each. Postpaid.

DEUTZIA—PINK. Large double pink flowers with a shading of rose. Very hardy, attractive, and does well in any soil. One of the first plants to bloom in the spring. Price: 2-ft. plants, 19c each; 3-ft. plants, 30c each. Postpaid.



BUTTERFLY BUSH



RUSSIAN OLIVE



LILAC

We Pay the Postage!

OUR GUARANTEE TO LIVE PROTECTS YOU AGAINST LOSS!

32 ROSES SHRUBS EVERGREENS & BULBS

FOR ONLY \$1

HERE ARE
MY 2 MOST
AMAZING
15TH ANNIVERSARY
BARGAINS!
J. A. Naughton

10 3to4ft. FIELD GROWN PEACH TREES

FOR ONLY \$1

Surround your home with a gorgeous riot of color next Spring! Make your yard a source of never-ending fragrance—and do it at amazingly low cost with Naughton plants. Think of it! This offer brings you 32 **GUARANTEED-TO-LIVE** roses, shrubs, evergreens, and bulbs—all fine plants ready to bring beauty and fragrance to your home—at a cost of only \$1.00. These same plants purchased individually would cost you \$5.48. Let them add their beauty to your yard this Spring and Summer.

HERE'S WHAT YOU GET FOR JUST \$1.00!

- | | |
|------------------------------|---|
| 1 RED RADIANCE ROSE BUSH | best red |
| 1 PINK RADIANCE | best pink |
| 1 AMI QUINARD ROSE BUSH | velvet to blackish red, lovely |
| 1 TALISMAN ROSE BUSH | red, old gold and yellow. |
| 1 PRESIDENT HOOVER ROSE BUSH | red and gold |
| 1 CALEDONIA ROSE BUSH | doubly snow white |
| 1 WINTER HONEYSUCKLE | beautiful and very fragrant flowers |
| 1 ORANGE POMEGRANATE | beautiful orange and yellow flowering |
| 1 RED SNOWBERRY BUSH | brilliant red berries |
| 1 SPIREA VAN HOUTTEI | great favorite everywhere |
| 1 FLOWERING DEUTZIA | lovely flower, and early bloomer |
| 1 GOLDEN FORSYTHIA | lovely golden flowers |
| 1 GOLDEN CALIFORNIA PRIVET | green and golden leaves |
| 1 VITEX | blooms on long spikes, beautiful orchid flowers |
| 1 GOLDEN BELL | lovely yellow flower, blooms early |
| 1 WAXLEAF LIGUSTRUM | shiny, dark green with waxy leaves |
| 2 EUONYMUS JAPONICA | the South's favorite broadleaf evergreen |
| 1 RED OZIER DOGWOOD | brilliant red bark, lovely bloomer |
| 1 ORIENTAL ARECORYTAE | ideal landscaping evergreen |
| 1 HIBISCUS | large flowering type, lovely |
| 5 GLADIOLI BULES | assorted colors, will bloom this year |
| 5 IRIS BULES | blue and purple |
| 2 CANNA BULES | red and apricot glow |
| 1 TUBEROSE BULB | Mexican, single white, flowering |

ORDER OFFER NO. 1

All above roses are 2-year-old, field-grown bushes; all flowering shrubs are heavy rooted, sturdy field-grown stock; all bulbs will bloom for you during first year. Plants come tagged and ready to set out in your yard. Send just \$1.00 today (check, money order, or currency) for your 32 roses, shrubs, evergreens, and bulbs!

ALL GUARANTEED TO LIVE!

These plants are guaranteed to live regardless of weather conditions! If for any reason any plant or plants bought on or before April 25th fail to do so, just notify us by June 1, 1940, and we will replace such plants free of charge!

YOU PAY JUST \$1.00

Plus a Few Cents Express for
Either of These Offers!

Because of the amazing value offered in Collections No. 1 (at left, No. 97 (at right) and No. 2 (on back cover) it is necessary that they be shipped to you express collect. They will cost you only \$1.00 each plus a few cents for express charges.

All Other Individual
Items and Collections
in This Catalog Are
Shipped Postpaid!

YOUR MONEY BACK If You Are Not Entirely Satisfied!

Both of the collections shown on this page are guaranteed to live and are guaranteed satisfactory! (See Page 3.) If, when you receive them you are not entirely satisfied, just notify us within 5 days, and we will refund the full purchase price or replace with other stock satisfactory to you, at no extra charge. Order one or both of these unusual bargain collections today—you can't lose!

Enjoy the tangy delicious flavor of tree-ripened peaches from your own orchard. Turn your idle or unproductive acres into a new source of profit with these **GUARANTEED-TO-LIVE** peach trees. Practically all climates and soils will grow peaches successfully. Start your new orchard or replace old or dead stock in your present orchard now at this bargain price and save one-half or more on the cost of your trees!

HERE'S WHAT YOU GET FOR JUST \$1!

Variety	Type	Ripens
3 ELBERTAS	Yellow, free	July 15
1 MAMIE ROSS	White, pink, semi-cling	June 30
1 EARLY ELBERTA	Yellow, free	June 25
1 BELLE OF GEORGIA	White, free	June 20
1 CHINESE CLING	White, cling	July 10
1 GOLDEN JUBILEE	Yellow, free	June 10
1 MAYFLOWER	Red, pink, semi-cling	May 25
1 INDIAN CLING	Blood red	August 15

ORDER OFFER NO. 97

All trees in above collection are sturdy, strong-rooted, heavy branched 3- to 4-ft. field-grown trees of the type that usually sell for prices of 40c each or more. For best results plant early. Send just \$1.00 (check, money order, or currency) today for your 10 peach trees.

ALL GUARANTEED TO LIVE!

All trees in this collection are guaranteed to live! If for any reason any tree, or trees, bought before April 25th fail to do so, just notify us by June 1, 1940, and we will replace such trees FREE!



ORDER NOW AND LANDSCAPE YOUR HOME AT LOWEST POSSIBLE COST!

ENTER NAUGHTON'S ANNUAL YARD AND GARDEN BEAUTIFICATION CONTEST!

**\$500.00
IN CASH
PRIZES**

Contest Closes July 1, 1940
Plant Now—Enter Early

IT'S EASY! IT COSTS YOU NOTHING! READ HOW YOU MAY WIN!

Win from \$2.00 to \$100.00 extra cash! A snapshot of a single luscious full-blown rose, a single sprig of flowering shrub, or a corner of your own yard or garden may win! All you have to do to enter this contest is take your picture, write on the back of your picture the variety of the plant or plants shown, together with the statement that it includes at least one Naughton plant and mail it to us on or before July 1, 1940. No letter is necessary—no entry fee is required! It's so easy and simple, why not decide now to enter a picture of your favorite plant!

A FEW SUGGESTIONS THAT WILL HELP YOU!

Look over the pictures of roses, shrubs, and other nursery stock shown in this catalog. At the right are given 14 classifications in each of which individual prizes will be awarded and from which the Big Winners will be selected. While it is not necessary that you follow the types of pictures shown in this catalog—it is well to keep in mind that a detail picture means just a bloom, or branch or two with blooms or berries. Enter pictures in as many of these classifications as you desire. If you do not have any Naughton plants in your yard now—you will have plenty of time to plant them now and have them in bloom and ready for a picture before the contest closes!

FOLLOW THESE SIMPLE RULES!

- Take a picture of any one or more of the objects or scenes described in the classifications at the right.
- Include one or more Naughton plants in your picture. On back of photograph give name of plant or plants you wish to enter. Also state which plant or plants are Naughton plants.
- Mail your entry to "Naughton Yard and Garden Beautification Contest," Waxahachie, Texas, on or before midnight, July 1, 1940.
- The award of prizes will be based upon the opinion of three judges to be selected by Naughton Farms, Inc.
- The decision of the judges will be final.
- Only one prize will be awarded to any one person.
- In case of ties, duplicate prizes will be awarded.
- All photographs entered shall become the property of Naughton Farms, Inc., and may be used in advertising.

TAKE A PICTURE OF ONE OR MORE OF THESE!

Be sure the picture you take falls into one of these classifications. The Grand Prize winner, as well as all other prize winners, will be selected from pictures of these subjects:

- Single rose bloom (detail).
- Roses growing (in landscape, garden, on trellis, etc.).
- Flowering Shrub (detail of flower or berries).
- Flowering Shrub (entire single bush).
- Flowering Shrubs (in landscape).
- Single Evergreen (entire tree).
- Evergreens (in landscape).
- Single Broadleaf Evergreen (entire tree).
- Broadleaf Evergreens (in landscape).
- Best Hardy Perennial (flower detail).
- Best Tulip, Crocus, Hardy Lily, or other bulb plant (showing detail).
- Best shade or Nut tree or Hedge (growing).
- Best orchard, fruit tree, or berry bush.
- Best picture of single or group of peaches, plums, apples, berries, etc.

ENTER AS MANY PICTURES AS YOU WISH

SIMPLY TAKE
A PICTURE!

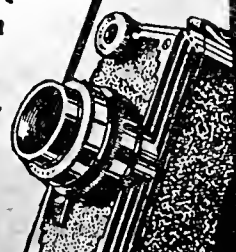
HERE ARE THE PRIZES!

- | | |
|-----------|---------------|
| 1st Prize | \$100.00 Cash |
| 2nd Prize | 50.00 Cash |
| 3rd Prize | 30.00 Cash |
| 4th Prize | 25.00 Cash |
| 5th Prize | 15.00 Cash |

ALSO...

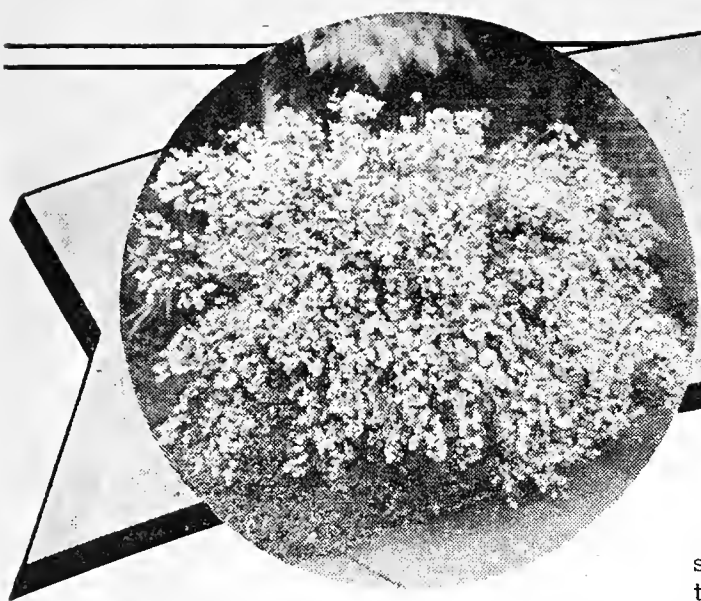
- | | |
|--------------|--------------|
| 14 Prizes of | \$10.00 Each |
| 14 Prizes of | 5.00 Each |
| 14 Prizes of | 3.00 Each |
| 14 Prizes of | 2.00 Each |

**61 PRIZES IN ALL!
\$500.00 IN CASH!
ENTER NOW—WIN ONE
OF THESE PRIZES!**



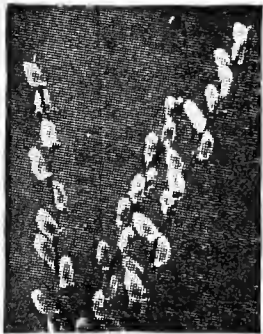
ORDER NOW! PLANT EARLY! BE READY TO WIN IN THIS EASY CONTEST THIS SPRING!

NEW and UNUSUAL FLOWERING SHRUBS



PURPLE LEAF PLUM (*Prunus Pissardi*). Black bark, with leaves of striking, pinkish-purple color and lovely white blossoms.

Price: Strong 2- to 3-ft. plants, 25c each. Postpaid.



PUSSY WILLOW

PUSSY WILLOW. A truly ornamental plant of medium height. The bark is highly colored. Very slender leaves and long white catkins are borne along the stems. Great novelty plant. Price: Strong 2-ft. plants, 38c each. Postpaid.

FLOWERING WILLOW. Upright grower. Very vigorous and strong in habit. Blooms of white and orchid in clusters make it one of the most beautiful of the willow family. Price: 3-ft. plants, 48c each. Postpaid.



HOLLY

HOLLY

An evergreen shrub or tree that holds the admiration of all who see it. Its dull green leaves and beautiful red berries make it very desirable. Price: 2-ft. plants, 19c each. Postpaid.

ORANGE FLOWERING POMEGRANATE

Here is one of the most outstanding and gorgeous of all the flowering shrubs grown in the Southland. Foliage is metallic green and borne thickly on long upright canes. The flowers are large double blooms of a gorgeous shade of orange splashed with yellow-copper red. From the bloom forms the fruit, a large orange ball. Hardy and easy to grow. Can be used in background or as single specimens. Price: Strong 3-ft. plants 19c each. Postpaid.

BIRD OF PARADISE. Blooms of beautiful golden yellow tinted with a golden red are by far the most beautiful blooms as to color and type, produced in the field of flowers. Blooms from June to frost. Price: Strong 2-ft. plants, 39c each. Postpaid.

RED LEAF PEACH. Brand new and a dandy. Foliage bright red in spring and summer. Flowers rose-pink. Price: 2-ft. plants, 29c each. Postpaid.

SPIKE BROOM. A dandy little plant. In early spring it is a mass of golden yellow blooms that are fine for decorating your home. Similar to Scotch Broom only smaller. Price: Strong 2-yr. plants, 38c each. Postpaid.

ROSE-ACACIA (*Moss Locust*). Elegant shrub with pinnate, light green leaves. Long graceful clusters of pea-shaped, rose-colored flowers hang in profusion during June and July. Fine for cemetery plantings. Price: Strong 2-ft. plants, 29c each. Postpaid.

WHITE FRINGE. Beautiful shrub having large panicles of fine white flowers up to 8 inches long. Makes a fine lawn or shrub border specimen. Price: Strong 2-ft. plants, 19c each. Postpaid.

MONK'S PEPPER TREE. Has spicy fragrance. Grows to about 4 feet. From mid-summer to early fall it is covered with lilac or lavender flowers on heavy dense spikes. Sure to bloom this year. Price: 2- to 3-ft. plants, 19c each; 3- to 4-ft. plants, 30c each. Postpaid.

CHINA ROSE TREE. A beautiful pink flowering tree with large double pink flowers thickly set on showy, slender branches. It is an aristocrat of flowering trees. Price: Strong 2- to 3-ft. trees, 69c each. Postpaid.

MIMOSA (*Silk Tree*). Forms a densely rounded head almost umbrella-like, with feathery, fragrant pink blossoms borne in summer. A very outstanding plant. Price: Strong 2-yr. plants, 59c each. Postpaid.

GOLDEN RAIN TREE. Large round leaves with white blossoms in May followed by gold-yellow foliage in mid-summer. Price: Strong 2-ft. plants, 29c each. Postpaid.

CHINESE RED BUD. A dwarf shrub comparable to the Judas Tree, producing long stems with bushels of large, deep pink flowers. Fine for background planting. Price: 2-ft. plants, 19c each. Postpaid.

KENTUCKY COFFEE TREE. Has gorgeous immense, compound leaves overhung by large seed pods. Hardy to the Great Lakes. Price: Strong 2-ft. plants, 59c each. Postpaid.

RED FLOWERING DOGWOOD (*Cornus Florida Rubra*). Covered in early spring with masses of large rose red blooms. Red berries in the fall. Very popular throughout the United States. Price: Strong 2-yr., 2- to 3-ft. plants, \$1.10 each. Postpaid.

DOUBLE PINK ALTHEA. Beautiful as are all of the Althea family. The bloom is very large, and a soft delicate pink. Very hardy everywhere. Will bloom first season. Price: Strong 2-ft. plants, 19c each. Postpaid.

BLUE ALTHEA. Tall growing bush form plant. Has an abundance of blue flowers. Extremely hardy and easy to transplant. Blooms all summer. Price: Strong 2-ft. plants, 25c each; 3-ft. plants, 35c each. Postpaid.

RED SNOWBERRY. A desirable shrub with small pink flowers followed by large red, wax-like berries that hang on the plant through the winter. Very showy. Does well everywhere. Excellent for planting in shady places. Price: Strong 2-ft. plants, 19c each. Postpaid.

AMERICAN RED BUD (*Judas Tree*). Needs no description as all know its lovely form and its beautiful pink and rose colored flowers. Tree is exceptionally hardy. Fine grower and exquisite in every respect. Price: 2- to 3-ft. plants, 19c each; 3- to 4-ft plants, 30c each. Postpaid.

RARE and ATTRACTIVE FLOWERING SHRUBS

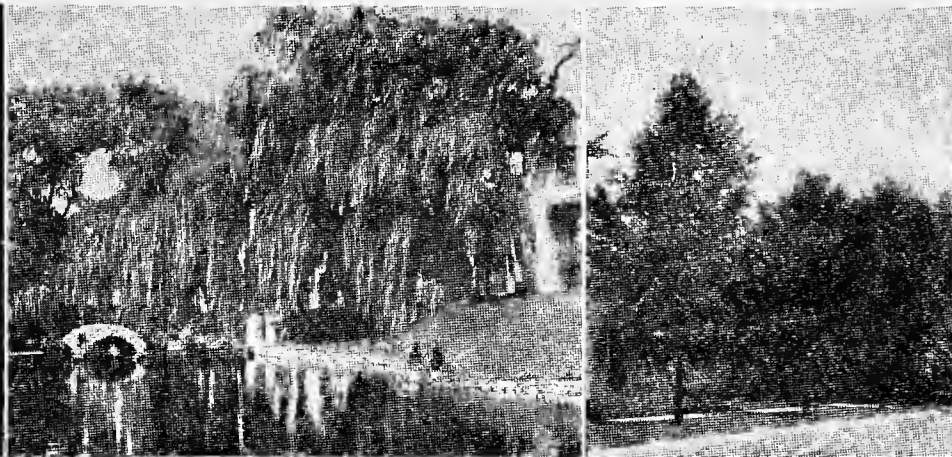
Althea (Violet).....	18-inch	19c
Althea (Cherry Red).....	18-inch	19c
Honey Locust.....	2-foot	19c
Witch Hazel.....	18-inch	25c
Maidenhair Tree.....	18-inch	29c
Thousand Beauty Rose.....	2-foot	19c
Oriental Bittersweet.....	2-foot	39c
False Indigo.....	2-foot	25c
Great Silver Bell.....	2-foot	
Buttonbush.....	2-foot	

SURPRISE COLLECTION — ONLY \$1.00

Eight blooming size flowering shrubs—each labeled. We select 2 red, 2 white, 2 pink and 2 yellow shrubs from the choicest plants listed in this catalog. Eight fine plants sent to you postpaid for only \$1.00.

ORDER COLLECTION NO. 5

NAUGHTON'S SHADE TREES



CHINESE ELM. The South's most popular shade tree. Small, dainty little leaves of a light green color. Of tall-growing, wide-spreading habit, it is very stately and the quickest shade that is grown today. Price: 2- to 3-ft. trees, 35c each; 3- to 4-ft. trees, 45c each; 4- to 5-ft. trees, 65c each; 5- to 6-ft. trees, 75c each. Postpaid.

WEeping WILLOW. A graceful tree of large size, foliage fresh bright green tinted to lighter shades. Long drooping branches give it a weeping effect. Price: 3- to 4-ft. trees, 45c each. Postpaid.

CHINESE POPLAR. Leaves are a light shade of green. Bark is brilliant shade of Carmine rose that gives it an Oriental effect. Very popular. Price: 2- to 3-ft. trees, 35c each; 3- to 4-ft. trees, 45c each; 4- to 5-ft. trees, 65c each; 5- to 6-ft. trees, 75c each. Postpaid.

CAROLINA POPLAR. A species of Poplar family. Its wide spreading branches and great saucer-like leaves, give it a very pleasing appearance. Very showy. Price: 2- to 3-ft. trees, 35c each; 3- to 4-ft. trees, 45c each; 4- to 5-ft. trees, 65c each; 5- to 6-ft. trees, 75c each. Postpaid.

SYCAMORE. A lofty, wide-spreading tree with immense heart shaped leaves. Valuable for its handsome foliage and free growth. A very fine street tree. Price: 2- to 3-ft. trees, 35c each; 3- to 4-ft. trees, 50c each; 4- to 5-ft. trees, 70c each; 5- to 6-ft. trees, 85c each. Postpaid.

SCARLET MAPLE. Medium size tree at maturity. Scarlet leaves during the entire year give it a very pleasing appearance. Very hardy. Price: 2- to 3-ft. plants, 35c each. Postpaid.

CATALPA (Common). A native of the South. Has large panicles of striped and spotted flowers. One of the most ornamental shade trees for lawns or background. Price: 2- to 3-ft. trees, 35c each; 3- to 4-ft. trees, 45c each. Postpaid.

SILVER LEAF MAPLE. Looks like a ball of glowing silver in the sunshine with its highly colored silver leaves. An aristocrat of the shade family. Price: 2- to 3-ft. trees, 25c each; 3- to 4-ft. trees, 39c each. Postpaid.

LOMBARDY POPLAR. Stands erect, tall and ever graceful. The Lombardy is by far the most handsome of all the shades and admired by all who see it. Be sure to order these for your landscape. Beautiful in rows. Price: 2- to 3-ft. trees, 19c each; 3- to 4-ft. trees, 29c each; 4- to 5-ft. trees, 59c each; 5- to 6-ft. trees, 69c each. Postpaid.

TULIP TREE. A very colorful shade. Large green leaves and tulip-like flowers make it the most admired in the nursery. Its yellowish flowers are almost the exact shape of a tulip. It is a great novelty when in bloom. Price: 3- to 4-ft. trees, 49c each. Postpaid.

TEXAS UMBRELLA. Tall, upright grower. It grows so fast you can almost see it. Large top resembles an umbrella in shape. Extremely hardy in any climate. Price: 2- to 3-ft. trees, 35c each; 3- to 4-ft. trees, 45c each; 4- to 5-ft. trees, 65c each. Postpaid.

RIVER BIRCH. A moisture-loving species with a glowing, ragged orange bark. It likes the rocky places beside streams or around wet places and in youth usually makes a dense growth of small branches. Highly ornamental. Price: 2- to 3-ft. trees, 35c each; 3- to 4-ft. trees, 45c each. Postpaid.

SHADE TREE BARGAIN OFFER

Enjoy cool shade in summer! Get three fine, large Chinese Elm Trees in 5- to 6-ft. size, all ready to grow in your yard and to shade your home—all guaranteed to live. A regular \$2.25 value—sent postpaid for only \$1.65. Send for this bargain today.

ORDER COLLECTION NO. 25

HARDY OUTDOOR FERNS

Variety	Size	Each
LADY FERN	2 year	29c
LEATHERWOOD FERN	2 year	29c
TOOTHED FERN	2 year	29c
WINGED FERN	2 year	29c
CINNAMON FERN	2 year	29c
ROYAL FERN	2 year	35c
CHRISTMAS FERN	2 year	35c

STRONG-HARDY HEDGE PLANTS

Make your fence and dividing lines into rows of living beauty. Plant hedges that once established can be sheared to any shape or can be left to grow to cover unsightly places.

AMOR RIVER PRIVET. The most widely planted hedge in the South. Does well in all kinds of soil. Quick grower, easily sheared. A wonderful plant for screening, for background or for long hedges.

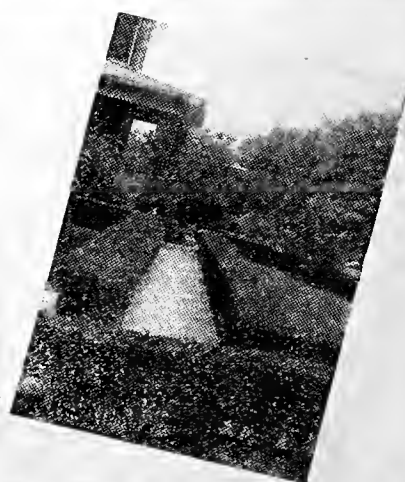
CALIFORNIA PRIVET. Tall, upright grower. Its leaves of golden green in spring make a very showy hedge. Grows fast and is hardy. Very popular hedge.

PRICES ON AMOR RIVER AND CALIFORNIA PRIVET HEDGE PLANTS

	Each	10	50	100
2- to 3-ft. size	\$.10	\$.70	\$3.20	\$5.50
3- to 4-ft. size	.15	.98	4.65	8.00

LODENSE PRIVET. Fine little border plant where low hedge is desired. Foliage dark green with tiny little leaves. Splendid for outlining walks, drives, etc. Highly desirable for cemetery planting. Price: Strong 2-yr. plants, 19c each; 6 for 98c; 12 for \$1.75. Postpaid.

JAPANESE BARBERRY (Thunbergii). Fine shrub for use in hedges. Can be sheared to any desired shape. Covered with lovely red berries throughout fall and winter. Prices same as Amor River Privet.



HEDGE PLANT BARGAIN OFFER

Here is the hedge plant bargain of the year. Think of it! 69 strong, 1-year plants, 9- to 12-in. size, enough to make you a beautiful hedge, for only \$1.00. Postpaid. Every plant carries our strong guarantee-to-live. (See Page 3.) Only Naughton can make such an offer. Direct-from-the-grower-to-you.

ORDER COLLECTION NO. 7

**WE PAY
POSTAGE!**

NAUGHTON'S SURE TO GROW SURE TO BLOOM SPRING BULBS



GLADIOLI

Gladioli produce sword-like leaves and spikes of gorgeous funnel-shaped flowers. Naughton bulbs are superior and noted for their fine blooming qualities.

Variety	Color
ALBANIA	pure white
BETTY NUTHALL	apricot pink
CHICAGO WHITE	snowy white
CRIMSON GLOW	red and crimson
GIANT NYMPH	large pink
GOLDEN DREAM	bright yellow
PICARDY	silver pink
SOUVENIR	buttercup yellow
SPIRIT OF ST. LOUIS	bronze orange
LOS ANGELES	salmon pink
ORANGE QUEEN	lovely orange

Prices on above varieties of Gladiolus:
Each, 10c; 3 for 25c; 6 for 39c; 12 for 69c; 25 for \$1.25. Postpaid.

NARCISSUS. Very popular because of the ease with which they can be grown indoors. Fine for outdoor beds. **Color: Yellow. Price: Each, 8c; 6 for 30c; 12 for 55c. Postpaid.**

FLAME FREESIA. Sweetly scented. Easy to grow. Large white flowers. **Price: Each, 8c; 3 for 22c; 6 for 38c. Postpaid.**

SCILLAS. Fine bulbs, easy to grow, early bloomers. Commonly called Bluebells. **Colors: Blue, pink, white. Specify color. Price: Each, 8c; 6 for 39c; 12 for 68c; 25 for \$1.19. Postpaid.**

TUBEROSE. The most highly scented of them all. Beautiful white flowers borne on long stems. Bloom in mid-summer until frost. Lovely white. **Price: Each, 6c; 6 for 33c; 12 for 59c; 25 for 98c; 100 for \$2.75. Postpaid.**

Everyone knows the value of beautiful Iris. The blooms are superior in substance, brilliancy, and purity of color. Iris are one of the earliest blooming types of bulbs.

IRIS

Variety	Color
EL CAPITAN	lavender blue
BLACK PRINCE	velvety black
RHEIN NIXA	ivory white
ROSEWAY	orange beard
WALHALLA	violet purple
MME. PACQUETTE	rosy red
SUSAN BLISS	two-tone pink
FONTE	blue and purple
DUCHESS	pure white

Prices on above varieties of Iris:
Each, 10c; 3 for 25c; 6 for 39c; 12 for 69c; 25 for \$1.25. Postpaid.

JONQUILS. Fine little early bloomers of a bright golden yellow, multiply fast. Easy to grow. **Price: Each, 6c; 6 for 33c; 12 for 55c; 100 for \$2.75. Postpaid.**

GLORY OF SNOW. Bloom very early and make a fine showing when massed. Do best in shady locations. **Price: Each, 8c; 3 for 22c; 6 for 39c. Postpaid.**

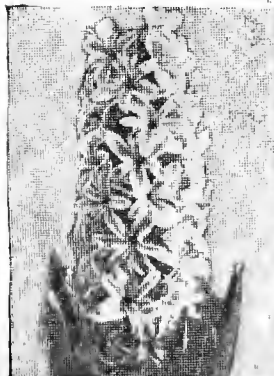
SNOWDROPS. Small, single-flowering. Dandy little white blooms that are very showy. Something different. **Price: Each, 8c; 3 for 19c; 6 for 35c. Postpaid.**

LOUISIANA WILD IRIS... 20 FOR ONLY \$1.00

Extremely rare, very popular, they afford a range of many colors that are seldom seen in the field of flowers. Extremely hardy. 20 fine bulbs for only \$1.00. Postpaid.

50
ASSORTED
GLADIOLI
BULBS only \$1⁰⁰
Order Offer
No. K

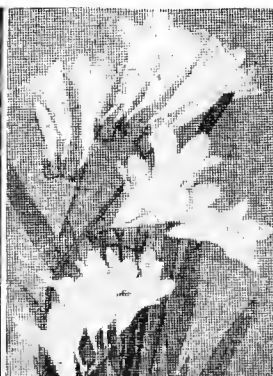
HYACINTHS



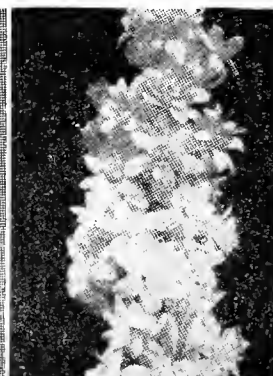
NARCISSUS



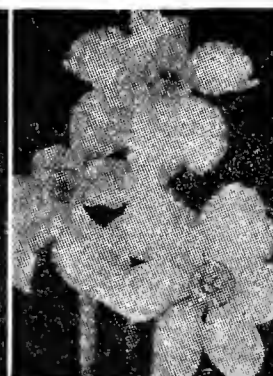
FLAME FREESIA



TUBEROSE



JONQUILS



SNOWDROPS

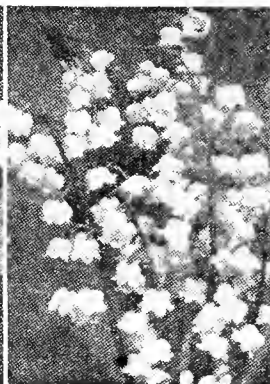




ANEMONES



STAR OF BETHLEHEM LILY-OF-THE-VALLEY



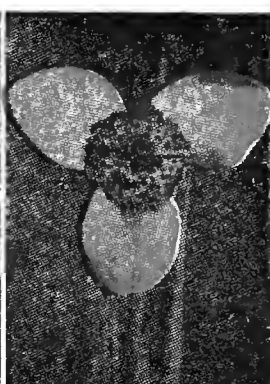
AMARYLLIS LILY



RANUNCULUS



TIGER FLOWER



FRITILLARIA

ANEMONES. Little single blooms. Fine petaled variety. A rainbow mixture of colors. Price: Each, 8c; 6 for 36c; 12 for 65c; 25 for 98c; 100 for \$2.75. Postpaid.

AMARYLLIS LILY. Giant flowering Amaryllis with blooms 4 to 6 inches across. Ranging in color from pure white to fiery red. Blooms in early May. Price: Each, 39c; Postpaid.

RANUNCULUS. Blooms in assorted colors, with colored centers and the flowers are almost a perfect replica of the rose. Very popular. Price: Each, 12c; 6 for 59c. Postpaid.

CHINESE SACRED LILY. Long, beautiful, pure white petals with a nice yellow cupped throat. Strong bulbs. Price: Each, 17c. Postpaid.

LILY-OF-THE-VALLEY. Showest of all the lilies. Hundreds of little flowers on each stem growing in the shape of bells. That's Lily-of-the-Valley! Price: Each, 15c; 3 for 39c; 6 for 65c. Postpaid.

STAR OF BETHLEHEM. Splendid little globe shaped flowers of white with small jet black centers. Price: Each, 15c; 3 for 39c; 6 for 75c. Postpaid.

FRITILLARIA. Very odd type flower. White checked with black blooms, resembles Snakes Head. Very rare. Price: Each, 15c. Postpaid.

TIGER FLOWER. Very brilliant in color. Bulbs very hardy. Blooms in mid-summer. Each stalk produces a flower and they bloom over a long period of time. Price: Each, 23c; 3 for 65c. Postpaid.



YUCCA

ORNAMENTAL GRASSES

RED YUCCA...like the white, only has red blooms. Price: 29c each. Postpaid.

WHITE YUCCA...hardy blooms on long canes with hundreds of big white flowers. Price: 19c each. Postpaid.

PAMPAS GRASS...large needle-like grass with large sprays of snow-like flowers. Gorgeous. Price: 29c each. Postpaid.



PAMPAS



CHINESE SACRED LILY



SCILLAS

HARDY VINES

CLIMBING TYPES

Plant creepers and climbing vines to screen those unattractive places, All are very hardy.

Variety	Color
ENGLISH IVY	bright green
BOSTON IVY	clings, dark green
HALL'S JAPAN HONEYSUCKLE	gold and white
WISTERIA (Specify Color)	blue, white, or purple
CLEMATIS	white
TRUMPET CREEPER	orange-yellow

Variety	Color
VIRGINIA CREEPER	red and orange
PELICAN VINE	purple, white
PASSION FLOWER	orchid
QUEEN'S WREATH	pink, dainty
AMERICAN BITTERSWEET	orange fruits
KUDZU VINE	purple and white

Prices on all above vines: 19c each. Postpaid.

CANNA BULBS

Hardy nearly everywhere, producing large heads of some of the most beautiful flowers, constantly in bloom throughout the long summer months, that is Naughton's Cannas! A bed here, and a bed there will furnish you all the color that is needed during the summer months.

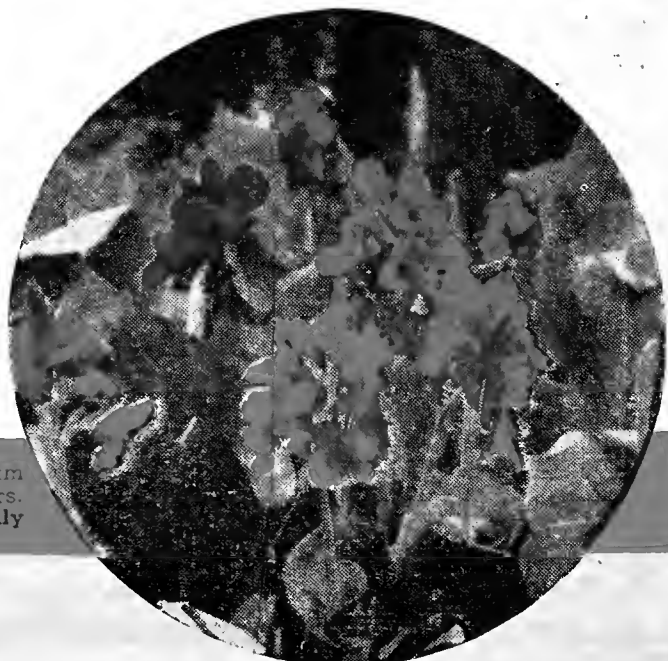
Variety	Color
THE PRESIDENT	pure red
APRICOT GLOW	lovely yellow, apricot
UNCLE SAM	cherry red
YELLOW KING HUMBERT	bright yellow
MRS. A. F. CONARD	supreme pink
EUREKA	pure white

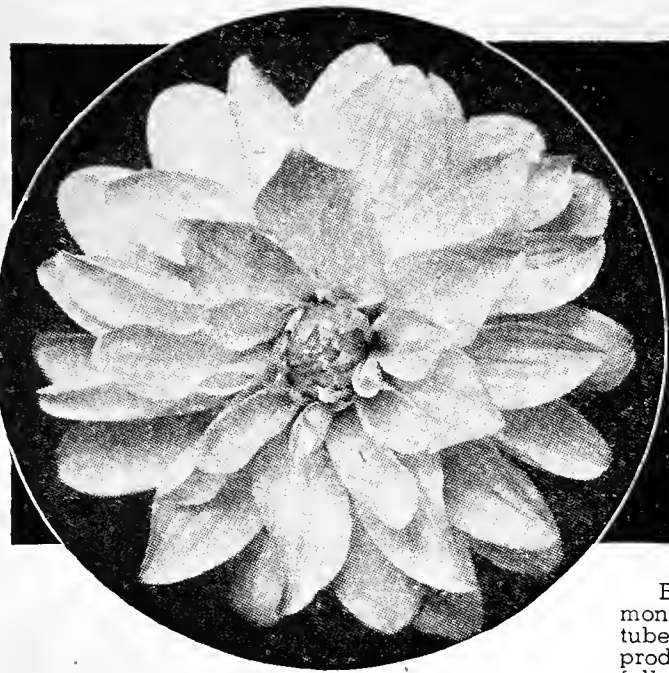
Prices on Cannas: Each, 15c; 6 for 79c; 12 for \$1.49; 25 for \$2.48. Postpaid.

CANNA COLLECTION

5 Apricot Glow (golden apricot), 7 Uncle Sam (fiery red), 4 Yellow King Humbert (yellow), 3 Mrs. A. F. Conard (lovely pink), 19 bulbs in all, only \$1.69. Postpaid. Order Collection No. 87

NAUGHTON CANNAS ARE GUARANTEED TO BLOOM!
See Special Bargain Collection on Page 27





DAHLIAS

only **19¢** each
POSTPAID

Every Dahlia we sell is absolutely guaranteed to be satisfactory or your money will be refunded. When you get our Dahlias notice the large size of each tuber. You can readily see that they will jump right in and grow for you and produce prize winning blooms that you will be proud of. In late summer and fall Dahlias come into all of their glory. No other flower can compare with their immense blooms of such exquisite colors. All are free blooming, with large beautiful flowers on long stems. Order lots of these at these low prices.

Prices on all Dahlias listed: 19c each. Postpaid.

10 DAHLIAS \$1

Postpaid For Only

10 dandy Dahlias. We include 10 different varieties not labeled but all different colors that will furnish you beautiful flowers all summer for only \$1.00. Strong, sturdy and ready to grow for you.

ORDER COLLECTION No. 52

Variety	Color
RED CHIEF	fiery red ball
FLORAL PARK JEWEL	red and white
MAUDE ADAMS	white flushed pink ball
LIBELLE	royal purple
MELODY	yellow cactus
PERLE DE LYON	white cactus
AIDA	decorative type maroon
DARLENE	pink decorative
PURITY	white decorative
QUEEN MARY	pink decorative
BONNIE BLUE	bluish ball

Variety	Color
BERTHA HORNE	bronzy yellow
CHARM	burnt orange, decorative
DOROTHY SAGER	salmon orange
JEAN KERR	white decorative
MRS. CARL SALBACH	lavender and pink
ROSE GLORY	rosy lavender
VENUS	white suffused lavender
SANICAN'S BLUE BIRD	bluish decorative
J. H. JACKSON	dark maroon
AGNES HAVILAND	dark rose
YELLOW COLOSSE	large yellow

HARDY LILIES



TIGER LILY

REGAL LILY. Magnificent, large trumpet shaped, sweet scented white flowers shaded pink on outside and tinged with canary yellow at the center. Price: Strong bulbs, 14c each. Postpaid.

CORAL LILY (Teniufolium). Little scarlet midget. Slender growing, bearing dazzling coral red flowers in May. Price: Strong bulbs, 18c each. Postpaid.

TIGER LILY (Tigrinum). Flowers bright orange thickly covered with purple spots. Very popular. Price: Strong bulbs, 29c each. Postpaid.

CONCOLOR LILY. Trumpet shaped flowers borne on long stems. One of the best flowers. Price: Strong bulbs, 19c each. Postpaid.

CRINUM LILY. Flowers are held upright, borne on long stems with a color of white with dark pink throat. Price: Strong bulbs, 25c each. Postpaid.

CHECKERED LILY. Drooping bell shaped flowers of odd colors borne on long stems. Price: Strong bulbs, 15c each. Postpaid.

YELLOW CALLA LILY. Deep, golden-yellow flowers, and spotted foliage which adds to its beauty. Price: Strong bulbs, 50c each. Postpaid.



REGAL LILY



CONCOLOR LILY

GARDEN ANNUALS

FOR BEDDING, BASKET AND BOX PLANTING. Strong, sturdy plants carefully packed with original earth on roots just as they come out of pots to reach you in good condition. Shipped direct from our greenhouses to you. Get your orders in early to insure you the very best of stock. Please state color desired when ordering.

AGERATUM, COLEUS, CALENDULA, PAINTED DAISY, PANSIES, MARIGOLDS, SALVIA, SNAPDRAGONS, STOCKS, VERBENAS, PETUNIAS, HOLLYHOCKS, ARTILLERY PLANTS, LACE FERNS, FEATHER FERNS, FEVERFEW, STATICE, HARDY SWEET PEAS, PERIWINKLES, BEDDING GERANIUMS, HELIOTROPE.

ANY OF THE ABOVE VARIETIES ONLY 10c EACH;
3 FOR 25c. POSTPAID. SPECIFY COLOR WANTED.

15 GARDEN ANNUALS only \$1

Your choice of any of the varieties of garden annuals listed above—all alike or assorted—sent postpaid for only \$1.00.

ORDER COLLECTION No. 88

PINK CUSHION MUMS



The favorite of all hardy mums. Easy to grow and grows everywhere. A compact bush that is a mass of exquisite pink flowers from August to Thanksgiving. Blooms very profusely the first season and it has a barrel of blossoms. Can furnish in Red and Bronze also same price. Price on strong plants: Each 19c; 5 for 95c; 12 for \$1.98. Postpaid.

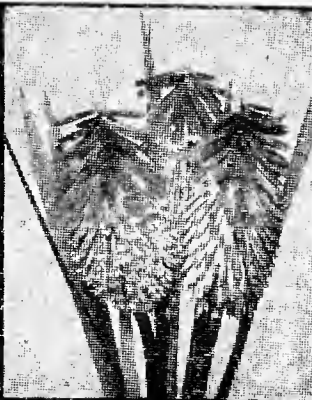
15 REGAL LILIES for only \$1

Fifteen large REGAL LILIES, all strong bulbs that will bear a multitude of trumpet shaped white and pink flowers this spring. Sent to you for only \$1.00. Postpaid.

Order Collection No. 26.

HARDY PERENNIALS

WILL ADD COLOR TO ANY GARDEN



GUARANTEED TO LIVE!

RED HOT POKER

SHASTA DAISY

PERENNIAL SWEET PEA

RED HOT POKER (Tritoma). Flowers are long spikes, bright red at top, orange and yellow at base of flower. Blooms July to frost. Very hardy. Price: Each, 29c; 3 for 65c. Postpaid.

SHASTA DAISY. A clump here and a clump there make a solid mass of white with yellow centers; in bloom from May to frost, that's Shasta Daisy! Very hardy. Price: Each, 15c; 3 for 39c. Postpaid.

CHINESE LANTERN. Ornamental variety of winter cherry. Dense bush about two feet high. Blooms of bright orange-scarlet with lantern-like fruits which when cut will last all winter. Price: Each, 25c; 3 for 59c. Postpaid.

COLUMBINE (Aquilegia). Fine early cutting perennials. Blooming May and June. Prefers partial shade. Price: Each, 20c; 3 for 49c. Postpaid.

HARDY PINKS. Resembles a small carnation. Bright pink. Blooms from May to mid-summer. Hardy. Price: Each, 15c; 3 for 39c. Postpaid.

SALVIA GREGII. Strong, fast growing, blooms of bright rose red, borne on long stems. Price: Each, 18c; 3 for 45c. Postpaid.

DELPHINIUM. Hardy perennial. Very popular in all sections. Splendid cut flowers; a beautiful shade of blue. Price: Each, 19c; 3 for 49c. Postpaid.

PERENNIAL SWEETPEA. Plant similar to the annual, only difference is a hardy perennial flower, pea-shaped borne on medium stems. Blooms all summer. Colors: Red and white. Price: Each, 15c; 3 for 30c. Postpaid.

BABY'S BREATH (Glyssophila). Has feathery panicles of small, starry white flowers that come in great quantities in early summer. Price: Each, 19c; 3 for 49c. Postpaid.

BLEEDING HEARTS. Old fashioned variety, graceful drooping branches with heart shaped rose colored flowers in May resembling Bleeding Hearts. Price: Each, 38c. Postpaid.

CANTERBURY BELLS. Covered with lovely bell shaped rose flowers. Grows to about two feet. Price: Each, 22c; 3 for 59c. Postpaid.

PLATYCODON (Balloon Flower). Lovely, bell-shaped, blue flowers, blooms all summer. Price: Each, 19c; 3 for 49c. Postpaid.

STATICE LATIFOLIA (Sea Lavender). Immense heads of lilac-blue flowers in July and August. Good for cutting and winter bouquets. Price: Each, 19c. Postpaid.

GRENADIN CARNATION. Hardy, bright red, fine blooms. Can also furnish King of Blacks and Rose Queen. Price: Each, 25c. Postpaid.

COREOPSIS (Mayfield Giant). Flower rich golden yellow. Fine for cuts. Bloom all summer. Price: Each, 18c; 3 for 39c. Postpaid.

SILVER KING (Artemisia). Highly colored silver foliage makes it a splendid decorative plant. Price: Each, 25c; 3 for 65c. Postpaid.



DELPHINIUM

BIG BALL CHRYSANTHEMUMS

CHRYSANTHEMUMS. Beautiful balls of beauty in the most brilliant shades. Fast and easy to grow. Bloom first year. Decorate your home from late summer until Thanksgiving. We can furnish in red, pink, bronze, purple, lavender, white, and yellow colors. Price: Each, 16c; 3 for 45c; 6 for 85c. Postpaid.



CHRYSANTHEMUM

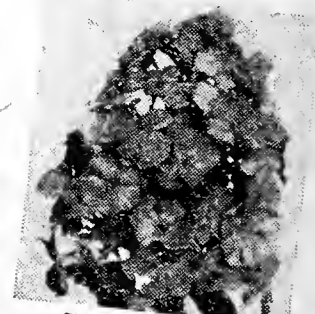
HARDY PHLOX

They are a mass of blooms until frost. All the varieties we offer are the large flowering type. All are newer varieties. Nothing adds more color to your landscape or beds than a flock of Hardy Phlox.

Variety	Description
AMERICA	rose pink
APOLLO	deep rose red
CAMILLA	light salmon pink
BRILLIANT	fiery scarlet
ELCAIREUR	brilliant rose
FERNAND CORTEZ	deep bronze and crimson
FEUERBRANDT	fiery scarlet

Varieties	Description
GRAF ZEPPELIN	white with vermilion red eye
INDEPENDENCE	pure white
L'ESPERRANCE	light lavender, white center
MINNIE WEST	scarlet, salmon purple
NORDLIGHT	carmine pink and red
PAINTED LADY	silver pink, cherry red eye
STARLIGHT	violet red, shaded lilac

PRICES on all above varieties of HARDY PHLOX:
Each, 22c; any 5 for \$1.00; any 10 for \$1.75. Postpaid.



HARDY PHLOX

EVERY
PLANT
GUARANTEED
TO LIVE!

RARE HARDY PERENNIALS

Variety	Color	Price Each	Variety	Color	Price Each
ASTERS (Hardy)	white, pink	25c	GAILLARDIAS	yellow and red	25c
DIGITALIS	pink blooms	25c	LUPINES	pink	29c
FORGET-ME-NOT	blue	25c	PYRETHRUM	double red	25c
ICELAND POPPY	mixed colors	25c	RUDBECKIA	golden glow	25c
			BUTTERCUPS	golden yellow	19c

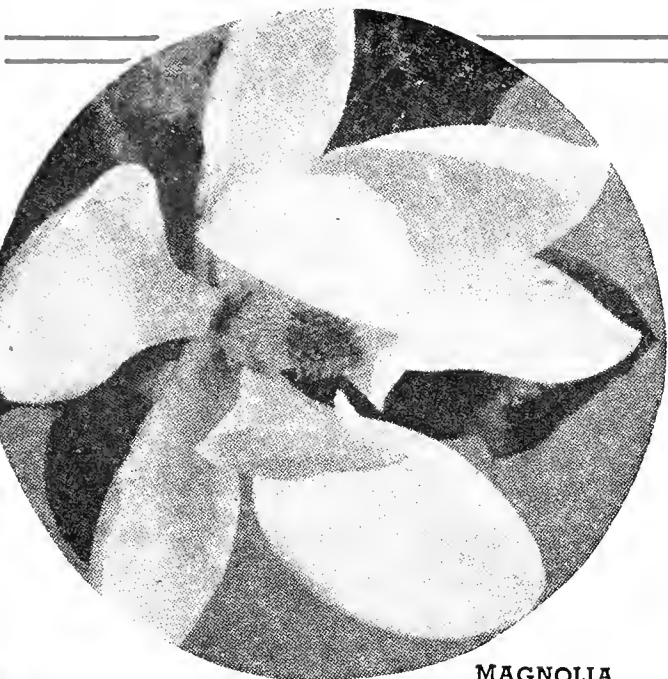
WE PAY
THE
POSTAGE!

MOTHER'S OLD FASHIONED VIOLETS

Here's a collection that Mother will enjoy. Send her these old-fashioned violets. Fine for borders or beds. Think of it! 15 Hardy Violets for only \$1.00. Postpaid.
ORDER COLLECTION NO. 6

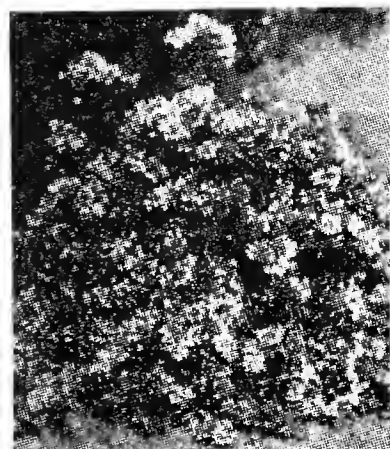
GIANT PANSY COLLECTION

Think of it! 50 lovely little pansies that will afford a riot of color in every possible shade throughout the winter and spring months. Enjoy a beautiful bed of these sparkling little beauties. Hardy, easy to grow, and sure to bloom. 50 Giant Pansies, assorted colors, only \$1.00. Postpaid. ORDER COLLECTION NO. 37.

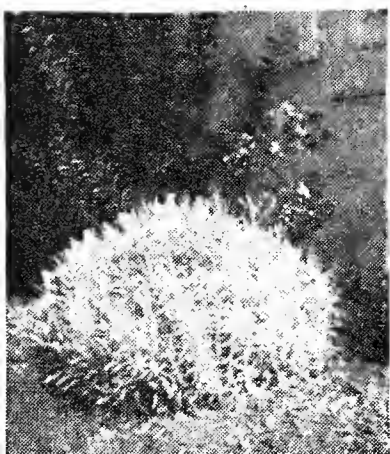


MAGNOLIA

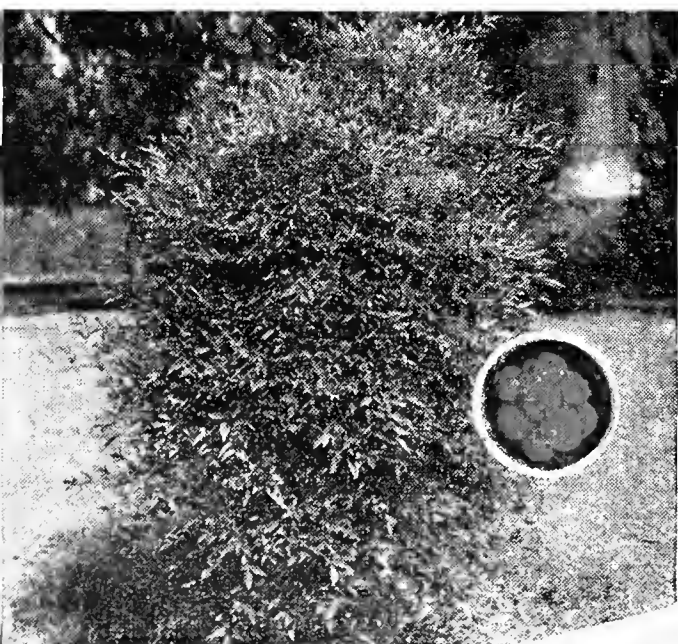
NAUGHTON'S BROADLEAF EVERGREENS



ABELIA



SANTOLINA



NANDINA

ABELIA GRANDIFLORA. Most beautiful, popular and satisfactory broadleaf evergreen. Foliage a dark-glossy green, covered from early spring to late fall with bell-shaped white and pink flowers. In winter leaves turn metallic bronze color. **Price: 2-yr. plants, 25c each. Postpaid.**

GOLDEN EUONYMUS. Plant similar to Euonymus Japonica except for foliage which is light green with large centers of golden yellow and golden bark. Very rare. **Price: Strong 2-yr. plants, 49c each. Postpaid.**

JAPANESE LIGUSTRUM. Large, waxy-green leaves—a quick grower with long branches. Shears to any desired shape. **Price: Strong 2-yr. plants, 15- to 18-in., 39c each. Postpaid.**

PYRACANTHA LALANDI. Commonly called Firethorn. Tall, upright growing evergreen covered with orange berries during the winter months. Leaves of dark shiny green. Very popular. **Price: Strong 2-yr. plants, \$1.00 each. Postpaid.**

YELLOW JASMINE. Its branches are beautifully arched, overhanging the ground from the inner edges. Foliage dark green, covered with gorgeous little yellow flowers all summer. **Price: Strong 2-yr. plants, 48c each. Postpaid.**

NANDINA. The most colorful of all broadleaf evergreens. Green leaves with beautiful white blooms in summer; changes its delicate foliage to a brilliant dash of orange-red with red berries in the winter months, retaining this color throughout the winter. **Price: 8- to 10-in. plants, 29c each; 12- to 15-in. plants, 49c each; 18- to 24-in. plants, \$1.10 each; 24- to 30-in. plants, \$1.50 each. Postpaid.**

SANTOLINA. Little globe-shaped grey border plant. Hardy. Greyish-green in color, small yellow blooms in summer. **Price: 2-yr. plants, 25c each. Postpaid.**

GOLDEN PRIVET. Lovely bush-formed shrub. Foliage dark green with golden variegated centers. **Price: Strong 2-yr. plants, 15-in., 29c each. Postpaid.**

SIEBOLDI EUONYMUS. Bright green foliage covered with very small white flowers in summer. Has small red berries in fall. **Price: 1-yr. plants, 29c each. Postpaid.**

ROSE MARIE. Little grey border plant covered with lavender flowers in summer. Grows in ball shape and can be used as single specimens. **Price: Strong 2-yr. plants, 39c each. Postpaid.**

BOXWOOD. Dwarf growing evergreen. Old fashioned favorite. Small globe shaped. **Price: Strong 2-yr. plants, 49c each. Postpaid.**

GARDENIA. Needs no description, everyone knows it. Glossy little leaves and beautiful snowy white flowers; very highly scented make it one of the most popular. **Price: Strong 2-yr. plants, 15- to 18-in., 89c each. Postpaid.**

MAHONIA. Commonly called Oregon Holly Grape. Crinkly leaves with bright bronze and orange foliage make it one of the loveliest colored plants of all. **Price: Strong 2-yr. plants, 79c each. Postpaid.**

ELAEAGNUS. Upright broadleaf evergreen plant. Brownish-green bark. Foliage brownish-green with silvery shadings. A very unusual shrub. **Price: Strong 2-yr. plants, 18- to 24-in., 69c each. Postpaid.**

PITTISPORUM. Small yellow-white flower with rosette forming foliage. Fragrance of flower like orange blossoms. **Price: Strong 2-yr. plants, 59c each. Postpaid.**

PINEAPPLE GUAVA. Very compact shrub that has light green leaves, under side silvery color. Small purple flowers in late spring followed by edible fruit in milder climates. **Price: 15-in. plants, 49c each. Postpaid.**

EVERY PLANT GUARANTEED TO LIVE!

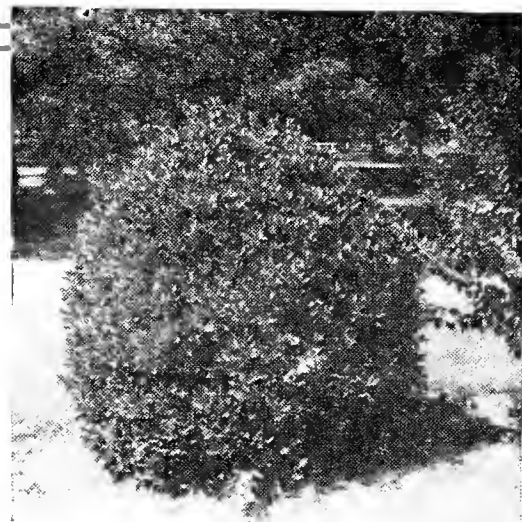
\$100 EVERGREEN OFFER

Nine popular evergreens, all sturdy, heavy-rooted plants. You get 4 Euonymus Japonica, 1 Abelia Grandiflora, 1 Italian Cypress, 1 Oriental Aborvitae, 1 Santolina, 1 Waxleaf Ligustrum. All labeled All 9 plants sent postpaid for only \$1.00.

ORDER COLLECTION NO. 20

WE PAY THE POSTAGE!

PLANT EUONYMUS JAPONICA



EUONYMUS JAPONICA



WAXLEAF LIGUSTRUM

AMERICA'S FAVORITE BROADLEAF EVERGREEN

EUONYMUS JAPONICA America's favorite broadleaf evergreen. Broad glossy-green foliage, retains its charming color throughout the winter months. Extremely hardy. Unexcelled for individual planting, for hedges, along drives, fences or to work into any landscape where color is needed. Stands drought well. Fast grower and unsurpassed by any shrub. Price: 8- to 10-in. plants, 19c each; 12- to 15-in. plants, 29c each; 15- to 18-in. plants, 39c each; 18- to 24-in. plants, 69c each. Postpaid.

WAXLEAF LIGUSTRUM Finest evergreen grown in the Southland. Leaves very thick and waxy, upper surface highly glossed dark green. Can be pruned and kept at any desired shape. Use as hedges or specimens in landscapes. One of the aristocrats of the evergreen family. Price: 12- to 15-in. plants, 35c each; 15- to 18-in. plants, 59c each. Postpaid.

20 EUONYMUS JAPONICAS only \$1 — POSTPAID!

Twenty sturdy, strong-rooted Euonymus Japonica Evergreen Shrubs. Enough to start a fine hedge or to spot throughout your landscape. All 20 plants sent postpaid for only \$1.00. ORDER COLLECTION NO. 11

**EUONYMUS
BARGAIN
OFFER**

THE GLORY of the GARDENS!

CAMELLIAS. Are among the oldest plants in southern gardens. Evergreen trees or shrubs, natives of Asia. Long prized for their handsome glossy green leaves and showy flowers in red and pink. Nothing can be more beautiful than the Camellia. Colors: red, pink and white. Specify color. Price: Strong 15- to 18-in. plants, \$1.25 each. Postpaid.

RHODODENDRON. Showy flowering shrubs, usually evergreen. They enjoy semi-shade. Gorgeous blossoms and magnificent foliage with every possible shade of color to be found in the genus. Can be grown almost everywhere. Price: Strong 15- to 18-in. plants, 59c each. Postpaid.

AZALEAS. Beautiful little shrubs. Perfectly hardy in the open in the South. They supply bushels of blooms from January to May. Planted in masses they produce a pleasing effect. In the lower South you will find beautiful trails and gardens of Azaleas. Price: Strong 2-yr. plants, 49c each. Postpaid.

MOUNTAIN LAUREL. One of the most beautiful shrubs and perhaps the best broadleaf evergreen for Northern gardens. However, is found all over the Southern and Eastern states. Flowers are borne in clusters in colors from white to deep rose with purple shadings inside. Price: 2-ft. plants, 59c each. Postpaid.

MAGNOLIAS. Its extremely large leaves of beautiful glossy-green and its huge 8- to 10-in. magnificent flowers make it the outstanding plant of the 20th Century. They grow to be large trees. Price: Strong 3- to 4-ft. trees, \$1.49 each. Postpaid.

CAPE JASMINE. An evergreen shrub of medium height. Waxy-green leaves, pure snow white blossoms with a lovely fragrance makes it an outstanding plant. Blooms similar to the White Gardenia. Price: Strong 2-yr. plants, 79c each. Postpaid.

CHERRY LAUREL. Pyramidal type. Glistening bright green foliage, white plume-like flowers, black berries in the fall, make it an outstanding plant. Price: Strong 2-yr. plants, 49c each. Postpaid.

PARKINSONIA. Foliage feathery, hanging in bunches. Handsome at all times. An abundance of yellow flowers throughout the spring makes it gorgeous. Price: 3- to 4-ft. plants, 98c each. Postpaid.



RHODODENDRON



MOUNTAIN LAUREL



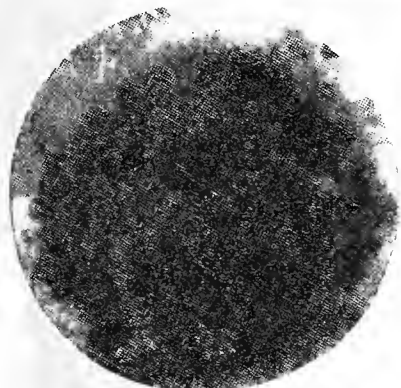
AZALEA



CAMELLIA



EVERGREEN LANDSCAPE



GLOBE ARBORVITAE



BERKMAN ARBORVITAE

NAUGHTON'S FIELD GROWN EVERGREENS GUARANTEED TO LIVE!

The evergreens with their gorgeous green foliage of every shade and hue, are especially pleasing during the winter months when everything else is bleak and dreary. Everywhere they add a cheerful note to the landscape. On these pages you will find the size, color and kind of plant that you will want.

BAKER ARBORVITAE. Baker Arborvitae is a fine pyramid type tall columnar growth that fills a space in ornamental planting for which there has been a great need. Upright, narrow columnar habit, dense foliage, bright shining green. An effective tall growing evergreen. Price: 15- to 18-in. plants, 59c each; 18- to 24-in. plants, 69c each; 24- to 30-in. plants, \$1.25 each. Postpaid.

ITALIAN CYPRESS. Something to admire, something that will hold the admiration of all who see it. A tall, graceful aristocrat of all of the evergreens. It is suitable for any place in the landscape, in front of tall columns, in corners or most any place it is called to adorn. Dark green foliage, tall columnar in habit; attaining a height of about 20 feet. One here and one there and the entire aspect of the home is changed. Price: 12- to 15-in. plants, 39c each; 15- to 18-in. plants, 49c each; 18- to 24-in. plants, 79c each; 24- to 30-in. plants, 98c each. Postpaid.

ROSEDALE ARBORVITAE. Round, compact, gorgeous, bluish-green in color. The most beautiful and highly colored evergreens grown. Has a tinge of purple for its winter coat. Used extensively throughout America. Very hardy. Price: 12-in. plants, 49c each; 18- to 24-in. plants, 69c each; 24- to 30-in. plants, \$1.25 each. Postpaid.

MAYHEW ARBORVITAE. A very compact and bushy plant. Medium size grower. Foliage is bright green during the summer changing to a greenish-bronze in the winter. Very distinctive in appearance. Price: 15-in. plants, 59c each. Postpaid.

GOLDEN MINIATURE ARBORVITAE. A little dandy. It is new and gaining popularity. Dwarf in type with a bright golden-yellow cast. Price: 9- to 12-in. plants, 50c each; 15-in. plants, 79c each. Postpaid.

CHINESE ARBORVITAE. Tall treelike branching from the ground. Fine for hedging, screening unattractive places or as specimens in the background. Price: 12- to 15-in. plants, 39c each; 15- to 18-in. plants, 59c each; 18- to 24-in. plants, 69c each. Postpaid.

HILL'S PYRAMIDAL ARBORVITAE. Tall growing compact, pyramidal type. Bright golden-yellow in color. Fine single specimen plant or can be used at gates or for background work. Price: 15-in. plants, 59c each; 18- to 24-in. plants, 69c each; 24- to 30-in. plants, \$1.19 each. Postpaid.

GOLDSPIRE ARBORVITAE. Rather rugged in habit. Extremely hardy, easy to grow. Branches open with fir-like appearance. Golden greenish-yellow in early spring. Price: 12- to 15-in. plants, 69c each. Postpaid.

CANADA HEMLOCK. Very graceful in growth and habit. Fine needle point type, bright green-bronze foliage makes it a pleasing plant for single specimen or group planting. Add this to your order; it is something different to add to your landscape. Price: 15- to 18-in. plants, 35c each. Postpaid.

CHINESE JUNIPER. Columnar and compact in growth. Spirelike foliage of a bluish-green throughout the winter makes it a highly decorative plant. Tall and columnar, will adorn the landscape in any place. Price: 15- to 18-in. plants, 59c each. Postpaid.

FLOWER SEEDS

Fine flower seeds for outdoor beds, flower boxes or baskets.

Variety	Price Per Pkt.
ASTERS—assorted	10c
TEXAS BLUEBONNET	8c
CALENDULA ORANGE KING	8c
COSMOS	8c
DAISY SHASTA ALASKA	10c
PINKS—double mixed	8c
HOLLYHOCKS	8c
LARKSPUR—tall double mixed	10c
MARIGOLD—African double mixed	8c
NASTURTIUM—dwarf mixed	10c
PETUNIA—mixed	8c
POPPY—double peony flowered	10c
STOCKS—mammoth branching	8c
SWEETPEAS—Spencer's mixed	8c
SWEET WILLIAM—double mixed	10c
VERBENA—mammoth mixed	10c
ZINNIA—double giant mixed	8c
MORNING GLORY—Japanese mixed	8c
MOONVINE	
SEED COLLECTION: Any 12 packets of the above seeds for only 69c; any 24 packets for \$1.25. Postpaid.	
WE PAY THE POSTAGE	

ORIENTAL ARBORVITAE.

Tall, bright green evergreen, very rugged in habit. Fine for screening unsightly places. Price: 12- to 15-in. plants, 49c each. Postpaid.

1st PRIZE COLLECTION

Here is our first-prize collection. Eight popular evergreens, all strong, sturdy plants. 2 Euonymus Japonica, 1 Abelia, 2 Italian Cypress, 1 Oriental Arborvitae, 1 Nandina, 1 Waxleaf Ligustrum. All labeled. All 8 plants sent postpaid for only \$1.00.

ORDER COLLECTION
NO. 19



ITALIAN CYPRESS





BAKER ARBORVITAE

MAYHEW ARBORVITAE

SPINEY GREEK JUNIPER

PFITZER JUNIPER

PFITZER'S JUNIPER. The Pfitzer is the most handsome of the Juniper varieties, the most satisfactory for southern planting. No plant adds more beauty and grace to a landscape than this variety. Unusually beautiful with greyish-green color, with its long, wide spreading, prostrate branches. Its main purpose in the landscape is for planting at doors, in the corners, or in groups and for terrace planting and around foundations. Very hardy and a fast grower. **Price: 12- to 15-in. spread plants, 59c each; 15- to 18-in. spread plants, 89c each; 18- to 20-in. spread plants, \$1.10 each. Postpaid.**

SAVIN'S JUNIPER. Desirable for all low plantings. Especially suitable for mass plantings on hillsides or among rocks. Its low spreading branches, its bronzy-green color is admirable throughout the year. **Price: 12- to 15-in. spread plants, 39c each. Postpaid.**

PYRAMIDAL ARBORVITAE. Tall, growing up to 6 feet. Bright green in color makes it a very attractive plant. Easy to grow. **Price: 15- to 18-in. plants, 59c each; 18- to 24-in. plants, 69c each. Postpaid.**

GLOBE ARBORVITAE. Small, dwarf globe-shaped arborvitae. Used mostly for planting in tubs, urns, at doors or in front of larger plants. They make splendid single specimens. **Price: 9-in. plants, 39c each; 12-in. plants, 59c each; 15-in. plants, 79c each. Postpaid.**

BERKMAN'S GOLDEN ARBORVITAE. A very compact and bushy plant. Reaches height of 3½ to 4 feet at maturity. Its light yellow golden-green foliage is very attractive during spring and summer months. Used extensively in all climates. Works well in groups, at corners, and as single specimens. **Price: 15- to 18-in. plants, 59c each; 18-in. to 2-ft. plants, 79c each; 3-ft. plants, \$1.89 each. Postpaid.**

CEDRUS DEODARA (Deodar Indian Cedar). A magnificent and stately evergreen of towering pyramidal form from the Himalaya mountains. Very stately for the lawn, splendid for all southern climates. **Price: 18-in. plants, 3 years old, \$1.20 each. Postpaid.**

IRISH JUNIPER. Irish Juniper is of upright growing habit, reaching a height of 6 to 10 feet at maturity. Its greyish-green color in summer and its grey colored coat in winter make it blend well into any landscape. Fast grower, hardy. **Price: 15- to 18-in. plants, 49c each. Postpaid.**

WAUKEGAN JUNIPER. For ground cover and full sun, to hold steep banks or to use as an evergreen border, it is indispensable. Very similar to Pfitzer only foliage is dark metallic green. **Price: 12- to 15-in. plants, 69c each. Postpaid.**

SPINY GREEK JUNIPER. A very popular dwarf growing Juniper, forming a symmetrical cone of silver blue-green foliage. They make fine plants for grouping or use as single specimens. Extremely hardy and good growers. **Price: 12- to 15-in. plants, 49c each. Postpaid.**

ARIZONA CYPRESS. It is impossible to describe the beauty and utility of this beautiful, graceful evergreen. Beyond a doubt, it is the most admired plant that is grown in the nursery. Tall, pyramidal in form, bluish-green in color, makes it a most desirable plant for use in the landscape. Hardy, does well in any climate, requires little or no attention. **Price: 12- to 15-in. plants, 49c each; 15- to 18-in. plants, 69c each; 18- to 24-in. plants, 98c each. Postpaid.**



IRISH JUNIPER



CEDRUS DEODARA

CANNA OFFER

15 Canna Bulbs, a fine mixture of assorted colors and varieties for only \$1.00. Postpaid. The bargain of the year. Order Collection No. Z.

5 HARDY ASTERS \$1

Think of it! 5 HARDY ASTERS sent postpaid for only \$1.00. Collection includes assorted varieties and colors. New and improved varieties that greet us so cheerfully in the early fall. Easy to grow in most all soils. Order Collection No. 94.

Old Fashioned Garden

Here's our favorite: 1 Buttercup, 1 Forget-me-not, 1 Sweet William, 1 Red Hot Poker, 1 Shasta Daisy, 1 Hardy Aster, 1 Violet. The above plants—only \$1.00 postpaid. Order Collection No. 83.



ARIZONA CYPRESS



OTHER POPULAR EVERGREENS

We regret that our space is so limited that we cannot describe these varieties of evergreens that are among the most popular that grow and can be found in certain parts of America. All of the plants that we offer are fine field grown, heavy-rooted Naughton evergreens.

Variety	Size	Price Each
JAPANESE LARCH	18 to 24-in.	35c
WHITE SPRUCE	8 to 10-in.	24c
COLORADO BLUE SPRUCE	12-inch	59c
NORWAY SPRUCE	12-inch	29c
MUGHO PINE	10-inch	29c
SCOTCH PINE	10 to 12-in.	32c
KIYONI JUNIPER	10 to 12-in.	49c
ROCK GARDEN JUNIPER	18 to 24-in.	98c

WE GUARANTEE EVERY PLANT TO LIVE

SEE PAGE

2

WE PAY THE POSTAGE!



GROW NAUGHTON FRUITS FOR PROFIT

**NAUGHTON'S
PEACHES
PLUMS and
EVERYTHING
NICE!**

PEACHES

The peach is one of the surest crops in the Southern States. Almost all soils are well adapted for growing the peach, and it is more at home in Southern soils and is more suited to Southern conditions than any other fruit. Why not plant a few of Naughton's heavy-rooted, sure-to-bear peach trees in your back yard or orchard this year, then you will be able to pick rich, luscious, and delicious fruit from your own orchard. They're guaranteed to please you.

Variety	Color—Free or Cling	Ripe
ELBERTA	Yellow, free	July 15
MAMIE ROSS	White, pink, semi	June 30
EARLY ELBERTA	Yellow, free	June 25
BELLE OF GEORGIA	White, free	June 20
EARLY WHEELER	Red, white, cling	May 25
CHINESE CLING	White, cling	July 10
MINNIE STANFORD	Yellow, red, cling	August 15
ARP BEAUTY	Yellow, free	June 20
INDIAN CLING	Blood red	August 15
GOVERNOR HOGG	White pink, semi	June 10
GOLDEN JUBILEE	Yellow, free	June 10
STINSON	White	October 1
MAYFLOWER	Red, pink, semi	May 25
RED BIRD	Red, white, semi	June 25
CHAMPION	White, free	July
HEALTH-CLING	White, cling	July

PRICES ON PEACH TREES—POSTPAID

2- to 3-ft. size, each	17c
3- to 4-ft. size, each	20c
4- to 5-ft. size, each	28c
5- to 6-ft. size, each	39c
Bearing size, extra heavy branched, each	79c

APRICOTS

All Naughton Apricots are strong two-year-old field-grown trees being produced by experts in fruit culture. Plant these heavy-rooted trees for profit.

Varieties

EARLY GOLDEN	SUPERB
MOORPARK	ROYAL
	EARLY MAY

PRICES ON APRICOTS

POSTPAID

2- to 3-ft. trees, each	18c
3- to 4-ft. trees, each	22c
4- to 5-ft. trees, each	32c
5- to 6-ft. trees, each	41c
Bearing size, heavy branched, each	85c

Every home and yard, every farm and garden should have its own orchard of plums—whether it be just a few trees producing sweet tree-ripened fruit for your table, or many acres producing hundreds of bushels of selected fruit for market. All Naughton plums are two-year-old, field-grown, heavy-rooted trees. All are guaranteed to please you. All are sure to bear.

Variety	Color	Ripe
GREEN GAGE	Yellow, large	July
RED JUNE	Red and yellow	June
COMBINATION	Red	June
WICKSON	Reddish yellow	July
BRUCE	Red, yellow	July
WILD GOOSE	Yellow	July
ABUNDANCE	Cherry red	June
NIONA	Reddish yellow	July
BLACK BEAUTY	Crimson	June
SHIRO	Yellow	July
AMERICA	Yellow and red	July
SIX WEEKS	Deed red	May
BURBANK	Red yellow	July
OPATA	Cherry red	July
GOLD	Yellow	July
BLUE DAMSON	Blue, red	July

PRICES ON PLUM TREES—POSTPAID

2- to 3-ft. size, each	18c
3- to 4-ft. size, each	22c
4- to 5-ft. size, each	32c
5- to 6-ft. size, each	41c
Heavy bearing size, well branched, each	79c

CHERRIES

In making out your order for cherries be sure you order more than one variety. You will find that in planting them together you will get a better yield, as two varieties help pollination. Plant in groups so that the trees can shade each other. Any place will do for cherries. Pick rich, luscious, sweet cherries from your own trees year after year. Naughton's trees are all sure to grow—they are guaranteed.



Varieties

EARLY RICHMOND	COMPASS (Plum-Cherry)
MONTMORENCY	GOVERNOR WOOD
BLACK TARTARIAN	DYEHOUSE
ENGLISH MORELLO	MAY DUKE

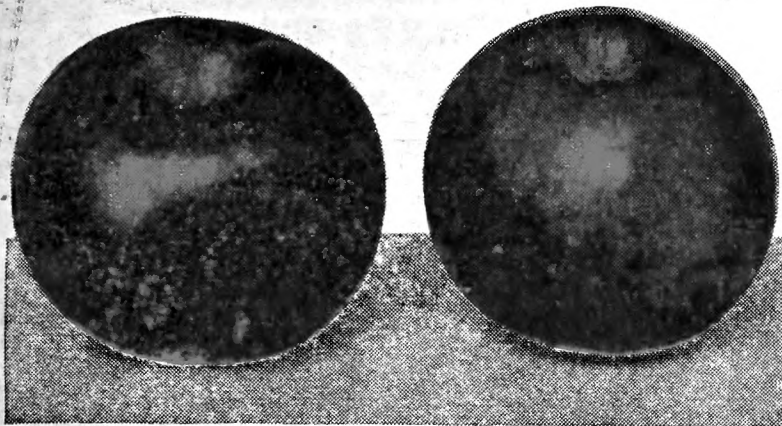
PRICES ON CHERRY TREES—POSTPAID

2- to 3-ft. trees, each	29c
3- to 4-ft. trees, each	39c
4- to 5-ft. trees, each	49c
5- to 6-ft. trees, each	69c

See
Our Peach
Tree Bargain
Offer
Page 17

WE PAY THE POSTAGE!

GROW FRUIT FOR YOUR OWN TABLE!



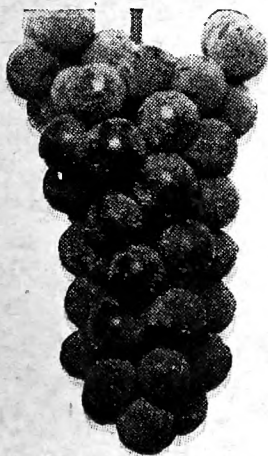
APPLES

Our low prices on Naughton's famous apple trees are possible only because we grow these trees by the thousands right here in Waxahachie.

Variety	Description
RED DELICIOUS	finest red apple; bears young, keeps long
YELLOW DELICIOUS	it bears young; fruit large, juicy
YORK IMPERIAL	large red apples; keeps until June
RED JUNE	fine red apple, heavy bearer
EARLY HARVEST	medium size yellow; ripens in July
GOLDEN SWEET	splendid large yellow
JONATHAN	popular apple; bright red fruit; crisp and tender
NORTHERN SPY	the best eastern apple
BEN DAVIS	one of the heaviest bearers
WINESAP	old favorite; fruit keeps winter and spring
YELLOW TRANSPARENT	most popular yellow apple; ripens July; fruit tender and juicy
ANOKA	new early apple; generally bears first year after planting; fruit is red, yellow
MAIDENS BLUSH	the old favorite; large yellow apples
WHITNEY CRAB	bears young and heavily; fruit bright red
STAYMAN	most profitable apple
GRIMES GOLDEN	medium to large cooking apple

PRICES ON ALL ABOVE APPLE TREES—POSTPAID

2- to 3-ft.	18c each	4- to 5-ft.	33c each
3- to 4-ft.	22c each	5- to 6-ft.	39c each

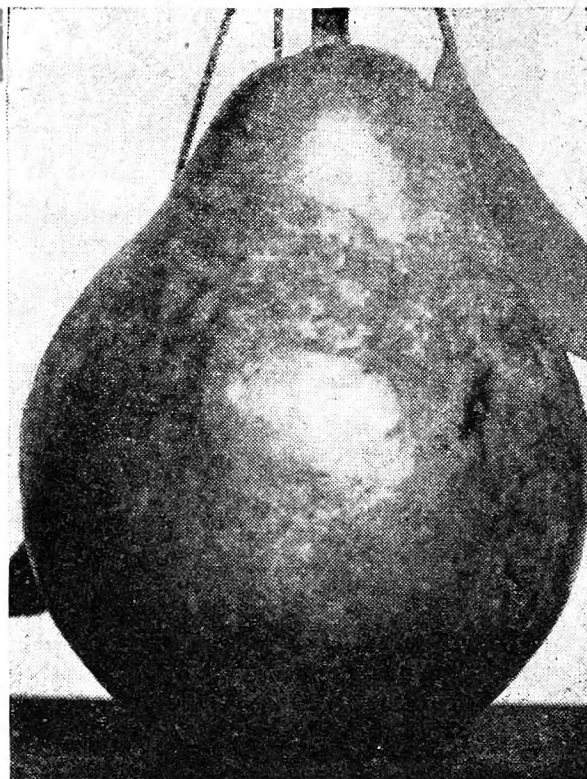


GRAPES

We cannot put too much stress on the planting of grape vines in the South. A vine here, one there, and you will have all the fruit you want. As a commercial crop they have no equal, in our estimation, as you can always find a splendid market for good grapes. They do well in most all kinds of soil and will stand planting very close together. Why not cover your back fence with something that will make you money?

Variety	Description
CONCORD	bunch and berry large; fruit blue-black; one of the best grapes
CARMEN	large size, deep carmine-red
CACO	new red grape; vines very sturdy, bunches large
BLACK SPANISH	juicy, sweet, fine to eat
MUSCAT	blue-black, heavy bearer, large bunches
NIAGARA	berry large; white grape, fruit tender, sweet, juicy

Prices on all above grape vines: Each, 15c; 10 vines for \$1.30; 50 vines for \$5.50; 100 vines for \$9.90. Postpaid.



PEARS

The fruit that is staple always and a profitable crop. Pears are in great demand each season, you will always find a splendid market for them, as production has never kept pace with the demand.

Variety	Description
BARTLETT	leading summer pear; large yellow, juicy and sweet
KEIFFER	most widely planted pear throughout the United States; trees bear young and heavily almost every year
DOUGLASS	fall pear, bears heavily, large yellow fruit, considered blight proof. Begins bearing next year after planting
PINEAPPLE	small eating pear that ripens in October
GARBER	a very fine, large juicy yellow; ripens in September
EARLY HARVEST	one of the best of the eating pears; ripens mid-summer

Prices on pear trees. Postpaid:

2- to 3-ft.	29c each	4- to 5-ft.	59c each
3- to 4-ft.	39c each	5- to 6-ft.	69c each

FIGS

MAGNOLIA FIG. Extremely large, sweet, greenish-yellow.

BROWN TURKEY FIG. Medium size, green to bronze, sweet.

PROLIFIC FIG. A dandy, sure to bear, very productive, medium size.

PRICES ON FIG BUSHES—POSTPAID

Nice strong plants	18c each
Bearing size plants	45c each

GUMERA GRAPE

Fine grape from Greece. Berry one of largest grown, dark red to deep purple. Sweet and juicy. Vines bear quickly. Bear second year. Bunches weigh 4 to 6 pounds.

Prices on Gumera Grapes: Each, 39c; 3 for 98c. Postpaid.

GET 5 VARIETIES OF PEACH OR APPLE FROM ONE TREE!



5-IN-1 APPLE

Think of it! Five kinds of apples on one tree. Solves the problem for the small home owner. The varieties in this tree are: Red Delicious, Yellow Delicious, Red Rome Beauty, Yellow Transparent and Anoka. Price on strong heavy rooted 5-N-1 Apple Trees, \$1.29 each. Postpaid.

5-IN-1 PEACH

Gather luscious, juicy and delicious, tree ripe peaches at five different times in the year. Plant one of Naughton's 5-N-1 Peach Trees with Elberta, Hale-Haven, Red Bird, Golden Jubilee and Belle Georgia on one tree. Price on strong heavy-rooted 5-N-1 Peach Trees, \$1.19 each. Postpaid.



Take
a Picture
in Your Garden
and Win a
Cash Prize!

EVERY PLANT GUARANTEED TO LIVE!

NAUGHTON'S HARDY

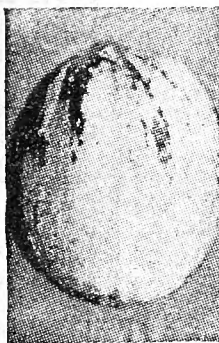
GUARANTEED

TO
LIVE

NUT TREES
FOR YOUR GROVE!

BERRY VINES
FOR YOUR GARDEN!

★ PECANS ★



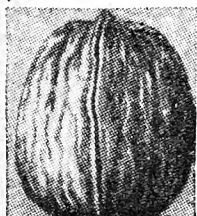
PECANS

Plant pecan trees for profit and for shade. They will pay dividends in five to six years after planting if properly handled. All of our trees are three years old with very heavy root systems. They are paper shell types.

Eastern Varieties:	Western Varieties:
STUART	BURKETT
SUCCESS	HALBERT
SCHLEY	WESTERN SCHLEY
DELMAS	TEXAS PROLIFIC
MOORE	

PRICES ON PECANS—POSTPAID		Each
2- to 3-ft. trees		\$.79
3- to 4-ft. trees		.89
4- to 5-ft. trees		1.45
5- to 6-ft. trees		1.69

★ OTHER FRUIT AND NUT TREES ★



WALNUT

These trees are strong 2- and 3-year-old stock with fine heavy root systems that are easy to transplant. Why not grow these different types of fruits and nuts at home, and enjoy them freshly gathered from your own trees?

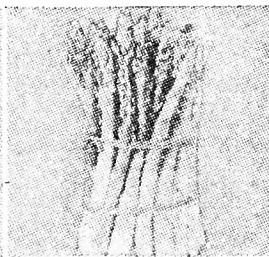
Varieties	Size	Price
JAPANESE PERSIMMON	2 to 3 ft.	\$.59
ENGLISH WALNUTS	4 to 5 ft.	1.39
BLACK WALNUTS (Paper Shell)	4 to 5 ft.	1.39
CHESTNUTS	3 to 4 ft.	1.69
BUTTERNUTS	5 to 6 ft.	2.25
FILBERTS	3 to 4 ft.	.98
ALMONDS	2 to 3 ft.	.89
QUINCE	3 to 4 ft.	.98
PRUNES, GERMAN	2 to 3 ft.	.89
NECTARINE	3 to 4 ft.	.29

All above prices are on strong, heavy field grown plants and are postage paid by us.

★ GARDEN ROOTS ★



RHUBARB



ASPARAGUS



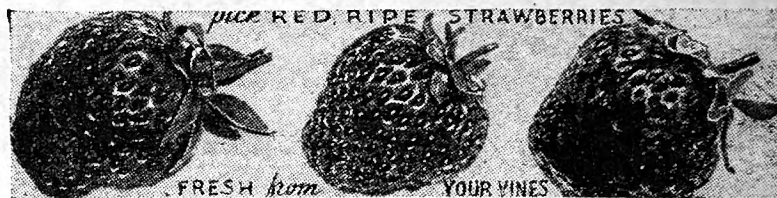
HORSERADISH

RHUBARB. Plant a few Rhubarb plants and enjoy it fresh from your own gardens. Price: Each, 10c; 6 for 55c; 12 for 98c. Postpaid.

ASPARAGUS. Large, crisp and delicious. Plant a border around your garden. Price: 10 slips, 29c; 25 slips, 69c; 100 slips, \$2.69. Postpaid.

HORSERADISH. A half-dozen roots are sufficient for a moderate supply. Spreads quite rapidly. Price: crowns, 15c each. Postpaid.

★ STRAWBERRIES ★



Grow them in your garden; pick them fresh from their vines; bright red, sweet and delicious.

Varieties: GEM, MASTODON, PROGRESSIVE, AROMA, BLAKE-MORE, KLONDYKE, SENATOR DUNLOP.

Prices on all varieties of Strawberries—Postpaid			
Per 25 Plants	Per 100	Per 250	Per 1000
\$.69	\$1.49	\$2.75	\$10.90

★ BERRY VINES AND BUSHES ★



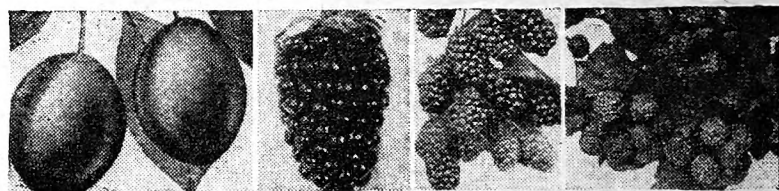
HUCKLEBERRY

JUNEBERRY

RASPBERRY

Name of Variety	Price Each	10	50	100
DEWBERRY, AUSTIN	\$.08	\$.40	\$ 1.60	\$ 2.69
BLACKBERRY, DALLAS	.08	.40	1.60	2.69
BLACKBERRY, EARLY WONDER	.10	.60	1.79	2.98
HUCKLEBERRY	.19	1.70	7.98	14.00
BUFFALO BERRY	.15	1.39	5.98	11.25
ELDERBERRY	.25	2.29	11.00	19.90
JUNEBERRY	.25	2.29	11.00	19.90
RASPBERRY	.10	.58	1.65	2.50
BOYSENBERRY	.19	1.69	6.98	13.50
YOUNGBERRY	.10	.60	1.79	2.98
LOGANBERRY	.25	1.98	8.98	14.98
WHITE BLACKBERRY	.15	1.30	5.95	10.90

All of the above berry vines and bushes are strong 2-year-old field-grown plants.



PRUNE

BOYSENBERRY

DEWBERRY

BLACKBERRY

★ GOOSEBERRIES ★

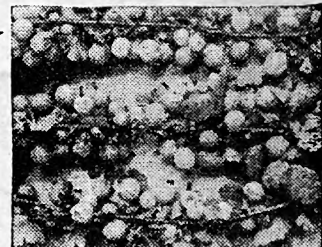
Varieties:

DOWNING

HOUGHTON

CHAMPION

Price: Strong 2-yr. Gooseberry plants, 39c each. Postpaid.

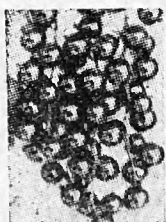


GOOSEBERRY

★ NOVELTY BERRIES ★

CURRENTS

Varieties:
PERFECTION RED CROSS
WILDER
Specify variety. Price:
Strong 2-yr. plants, 25c
each. Postpaid.



CURRENT

NANKING CHERRIES

Ornamental, low tree. Pink buds in the spring followed by cherry like fruits. Ripens in June. Price: 2- to 3-ft. trees, 59c each. Postpaid.

CRANBERRIES

CRANBERRY BUSH. Ripens late summer. Fruit brilliant red. Used chiefly for making jelly. Price: 2-ft. plants, 59c each. Postpaid.



NANKIN CHERRY

Through duplication of names you are likely to receive more than one of our catalogs. If such is the case we would certainly appreciate it if you would give one copy to your neighbor.



LOVELY
2 YEAR OLD
FIELD GROWN
ROSES
\$1
FOR ONLY
GUARANTEED TO LIVE

**AN AMAZING VALUE
IN BEAUTY AND FRAGRANCE!**

Surround your home with America's most popular and best loved roses! Every rose in this collection is a hardy, everblooming, time-tested favorite that will add color and beauty to any yard or garden. Every plant in this collection is a 2-year-old, field-grown, guaranteed-to-live, everblooming rose bush. Take advantage of this unusual offer and see for yourself the fine blooming qualities, the hardiness, and the unusual value of Naughton's famous roses.

HERE'S WHAT YOU GET FOR JUST \$1.00

- | | |
|----------------------|----------------------|
| 2 Bright Red Roses | 1 Black Red Rose |
| 2 Bright Pink Roses | 1 Snowy White Rose |
| 1 Orange Copper Rose | 1 Parti-color Rose |
| 1 Bright Yellow Rose | 1 Two-tone Pink Rose |
- Order Collection No. 2—Money Back If Not Satisfied!

EVERY PLANT GUARANTEED TO LIVE!

The South's Leading Nursery!

\$500.00
in CASH
PRIZES
SEE PAGES 16-17

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